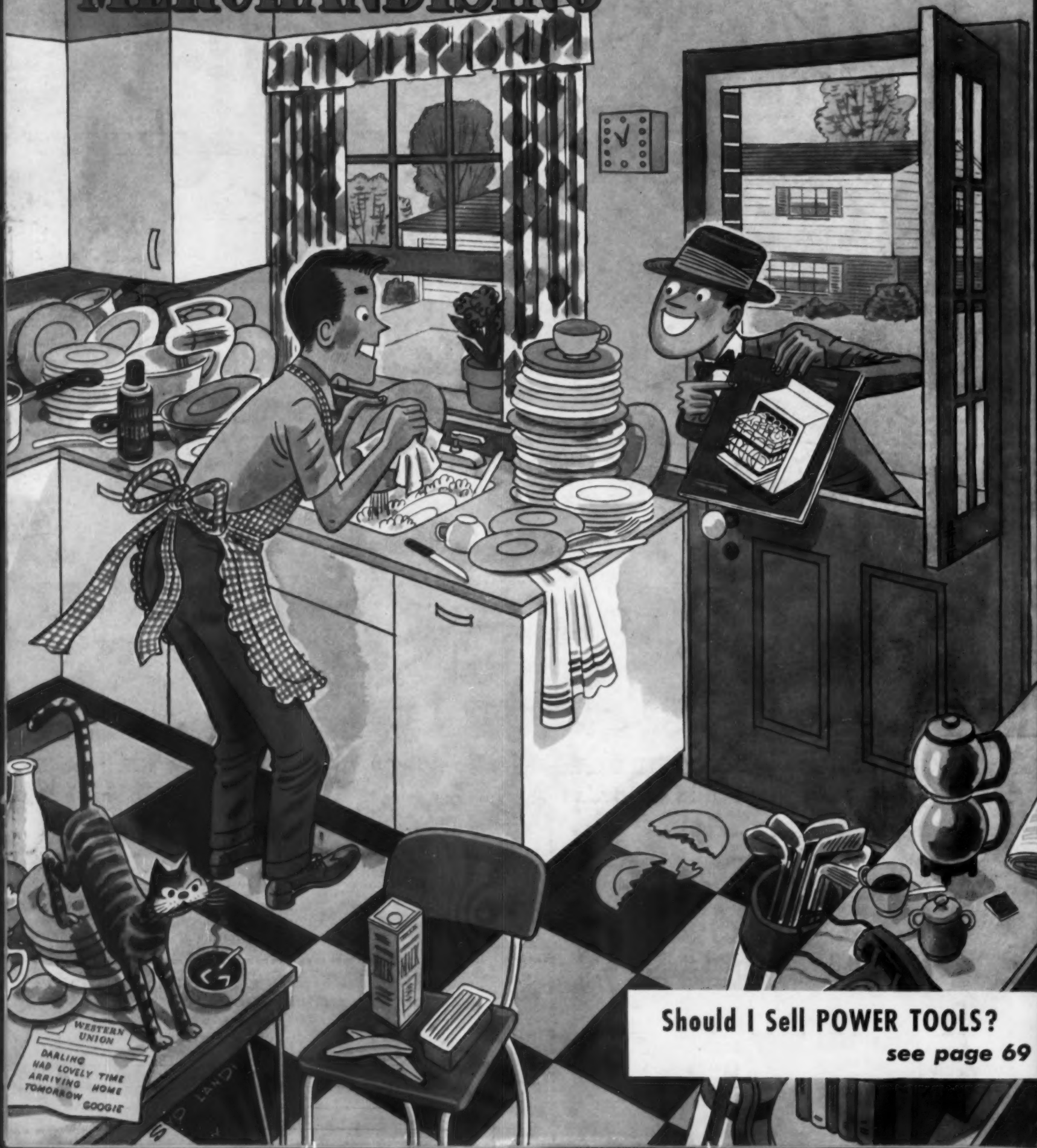


ELECTRICAL MERCHANDISING

AUGUST • 1955

McGraw-Hill Publishing Co., Inc.

PRICE SEVENTY-FIVE CENTS



Should I Sell POWER TOOLS?

see page 69

WORLD'S LOWEST-PRICED COMPLETE FULL-SIZE CANISTER CLEANER!

all-new, improved

APEX DYNO-CLEANER

TOPS CLEANERS PRICED AT
\$69.95 YET SELLS FOR ONLY

\$39⁹⁵

Complete
with
tool set



**A TOP-VALUE, FULL-PROFIT DEAL
that's setting new sales records!**

- ✓ Heavy-duty $\frac{7}{8}$ -hp. motor
- ✓ Super-size disposable dust bag
- ✓ Toe-operated toggle switch
- ✓ Washable dust filter
- ✓ Full-size, all-steel construction
- ✓ Handsome two-tone color styling



**Build store traffic, repeat
sales with new Apex Super-
size Disposable Dust Bags!**

Here's the way to keep customers coming back again and again—sell Apex Disposable Dust Bags! Strong, dependable, they fit all Apex canister cleaners. Attractively priced. Six bags per package. Ask your Apex distributor for quantity prices and full information.

APEX

HOUR-
SAVING
APPLIANCES



GET COMPLETE DETAILS NOW...MAIL TODAY!

THE APEX ELECTRICAL MANUFACTURING COMPANY
1070 East 152nd Street • Cleveland 10, Ohio

Please rush full details on this record-breaking APEX CLEANER PROMOTION.

Name

Firm Name

Address

City State

ELECTRICAL MERCHANDISING

A MCGRAW-HILL PUBLICATION

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Vol. 87, No. 8



ELECTRICAL MERCHANDISING



August, 1955

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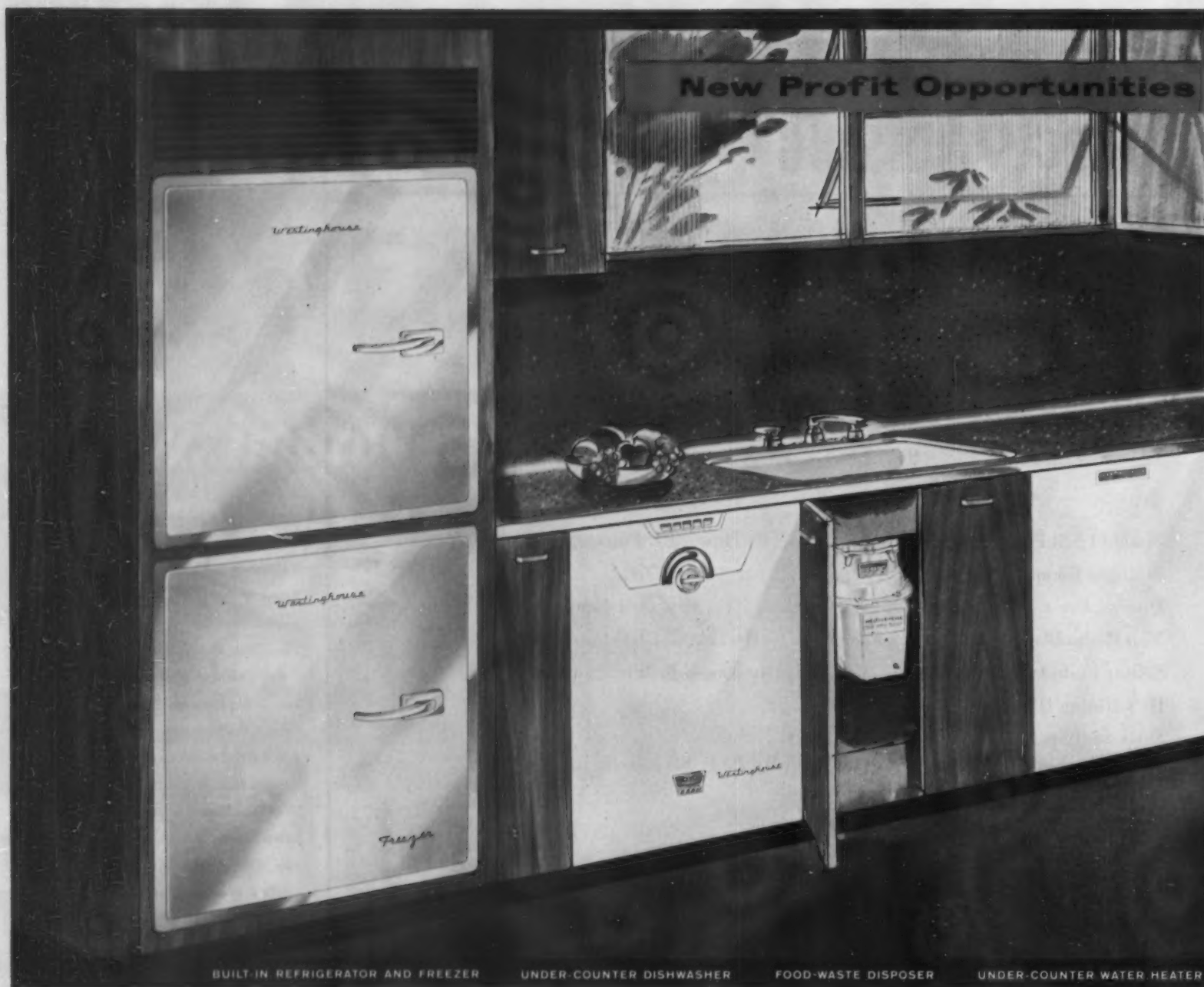
CLEVELAND SAN FRANCISCO

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ATLANTA BOSTON CHICAGO

CLEVELAND DALLAS LOS ANGELES PHILADELPHIA SAN FRANCISCO



BUILT-IN REFRIGERATOR AND FREEZER

UNDER-COUNTER DISHWASHER

FOOD-WASTE DISPOSER

UNDER-COUNTER WATER HEATER

Westinghouse BUILT-IN APPLIANCES OPEN UP A BRAND-NEW MARKET

Westinghouse Franchised Retailers are capitalizing on a brand-new, rapidly expanding appliance market. They're in early—right on the ground floor—with a *complete line of easy-to-install, built-in appliances* . . . each a leader in its field . . . each packed with outstanding features . . . including *color!*

And these new, functional units are not dream models—they're here today. They can be delivered now. While other retailers must turn down business for lack of built-ins or a limited line of built-ins,

Westinghouse Retailers can sell and deliver a complete package of well-designed, matching units. Their profits start today.

This complete line of built-in appliances is one more demonstration of how Westinghouse keeps its dealers ahead of the parade—in a position to ride every exploitable trend—to take full advantage of every opportunity for extra profit. It is one more reason why it pays to sell the Westinghouse full line. It is also one more reason why Westinghouse is the most valuable franchise in the industry.



Built into the Westinghouse Franchise!



BUILT-IN RANGE—SURFACE UNIT AND OVEN

BUILT-IN LAUNDROMAT® 25

BUILT-IN REFRIGERATOR AND FREEZER are flexible units. Can be used side by side, across the room from each other, or over and under. Automatic defrosting refrigerator has 8.3 cu. ft. capacity; features Giant Crisper, Shelves-In-The-Door. The roomy 6.3 cu. ft. freezer holds up to 220 lbs. of frozen food; offers fast, sharp freezing at 20 below zero. Available in Cascade Aqua, Sunshine Yellow, Stainless Steel or Gleaming White.

BUILT-IN WESTINGHOUSE RANGE. Here is the truly advanced built-in cooking combination. Spacious 24" oven interior—big enough for 2 turkeys. Completely automatic, with Electric Clock, Automatic Oven Timer, and Minute Timer. Plug-in Surface Units lift completely out for quick cleanup; Fast Super Corox Unit gets Red Hot in 30 seconds, Platform in stainless steel. Oven door in Brushed Chrome, Cascade Aqua or Sunshine Yellow.

BUILT-IN LAUNDROMAT® 25. Designed for easy under-counter installation. Saves precious space because it's only 25" wide. Completely auto-

matic, it washes a full family-size load, uses less water than any other automatic washer. Incorporates famous Westinghouse New Way to Wash that eliminates old-fashioned center-post agitator, uses exclusive flush-lift-turn-tumble principle that gets clothes 100% uniformly clean. Comes in Sunshine Yellow, Cascade Aqua or Gleaming White.

BUILT-IN AUTOMATIC DISHWASHER. Exclusive Temperature Monitor guarantees 140° water and perfect washing and drying—regardless of tap water temperature. Only 24" wide. Choice of Sunshine Yellow, Cascade Aqua or Gleaming White. **WESTINGHOUSE FOOD WASTE DISPOSER** aids meal preparation and cleanup.

BUILT-IN ELECTRIC WATER HEATER. Available in three sizes: 30, 40 and 50 gallons. 40-gallon size in Sunshine Yellow, Cascade Aqua or Gleaming White. Needs no flue or vent.

WESTINGHOUSE ELECTRIC CORPORATION • Mansfield, Ohio

YOU CAN BE SURE...IF IT'S **Westinghouse**



AMERICA'S FAVORITE LAUNDRY TWINS



ELECTRIC DISHWASHERS



FOOD WASTE DISPOSER



ROASTER OVEN



FANS



VACUUM CLEANERS



STEAM OR DRY IRONS



ELECTRIC BLANKETS

nail down
every sale with
**SPEED QUEEN'S
STAINLESS
STEEL TUB**



Equipped with
built-in controls
for installation
of automatic
Suds-Saver

Every homemaker knows the virtues of stainless steel. She knows its complete resistance to rust and corrosion. Its easy-to-keep-clean smoothness! Its lifetime durability!

That's why this Stainless Steel tub Speed Queen automatic is proving so successful in nailing down sales . . . in relieving price pressure . . . in getting on-the-spot decisions *to buy* from otherwise confused prospects. It's an *automatic* order-taker!

Try it . . . and you'll discover new sales floor magic!

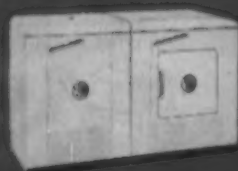
SPEED QUEEN CORPORATION • Ripon, Wis.



Specialists in Home Laundry Equipment Since 1908



"Delux" Royal Pail



"Heavy Duty" Royal Pail



"The Homeless"



Extensive line of
wringer washers.



Complete line of wringers,
22" and 24" models.

The Royal Family of Home Laundry Equipment

Business Quick-Check	Latest Month	Preceding Month	Year Ago	THE YEAR SO FAR ('55 vs. '54)
SALES , factory, appl.-radio-TV (\$millions at retail)	432	449	334	29.6% UP
DEBT consumers owe on appl.-radio-TV (\$millions)	277	278	271	1.8% BIGGER
FAILURES of appl.-radio-TV dealers	27	39	54	23.7% FEWER
RETAIL SALES total (\$billions)	15.3	15.3	14.0	8.2% UP
DEPT. STORE sales index (1947-'49=100)	116	117	112	6.4% UP
PERSONAL INCOME annual rate (\$billions)	301.1	298.9	286.7	3.7% UP
LIVING COST index (1947-'49=100)	114.2	114.2	115.0	0.6% DOWN
SAVINGS of consumers, annual rate (\$billions)	18.7	18.2	21.8	14.2% DOWN
HOUSING starts (thousands)	132.0	127.0	108.5	22.4% UP
AUTO output (thousands)	649.4	724.9	504.8	43.9% UP
UNEMPLOYMENT (thousands)	2,679	2,489	3,347	12.4% BETTER

(Sources, in order: Electrical Merch, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

TRENDS

Take a good look at the first figure in the chart above.

Why? Simply because:

(1) It's a fine index to the state of business as the second half of the year gets underway.

(2) It's a newly compiled figure, considerably different than figures which have been used in the "Quick Check" in previous months.

Let's talk first about the new figure. Heretofore, we have been using a figure compiled by the Department of Commerce covering the sales of radio and household appliance stores. The old figure covered total sales of such stores — not just the appliances, radios or TV sets handled by them. In addition it was confined to just these two types of stores and did not cover appliance sales by other types of retailers — department stores, for example.

This created some discrepancies. While production in the appliance-radio-TV industry was soaring, the appliance-store figure prepared by the Commerce department indicated that sales were dropping.

In an effort to provide a more inclusive figure, ELECTRICAL MERCHANDISING has prepared the new figures appearing for the first time in this month's "Quick-Check". The new figures represents the retail value of factory shipments of 13 appliances plus radio and TV. The dollar values are average prices for each unit secured from ELECTRICAL MERCHANDISING'S Statistical and Market Planning issue.

The new figure has one obvious shortcoming. Although it is based on retail price, it charts only movement of goods from the factory. If inventories in distributor and dealer warehouses were to rise (or drop) suddenly, the new figure would not give a completely accurate idea of sales at the retail level. It is, nevertheless, a more accurate index to the industry's health than was the previous figure

which included sales of products other than appliances while failing to include all appliance sales.

That's enough about the figure itself. What does it mean?

As the table indicates, sales this year are running almost 30 percent better than in 1954. This gives statistical weight to the generally held conviction that 1955 could be the best year ever for the appliance-radio-TV industry.

Take a look at some individual figures. Six month production of TV sets is somewhere near 3.8 million units. That's nearly a million units higher than last year. Yet last year was the second best year in industry history (and only 117,000 short of being the best year ever).

It's true, of course, that TV sales in the final six months of 1954 set a dizzy pace. But there is no evidence to indicate that sales for the rest of the year will fall off from the healthy pace set so far. A number of product developments will help to maintain the selling pace, interest in second sets is growing, and there is, as yet, little competition from color.

Don't look forward to price cuts this fall.

Rising costs of raw materials and labor will see to that. Only one question remains: Will manufacturers be able to absorb these increased costs or will they be passed along in the form of price hikes.

There's no answer yet although a few manufacturers have indicated that they hope to hold the price line. Still others have told their field men and distributors that increased costs must ultimately mean higher prices.

The manufacturer is subject to conflicting pressure on this question. Competitive factors make it difficult to raise prices but

(Continued on page 6)



**YOU CAN'T BEAT IT
FOR EXTRA PROFIT!**

MOTOROLA® 5M CAR RADIO

- Sells fast at \$49.95.
- Custom-designed to fit most cars.
- With new Volumatic "No Fade" Control.

Other models as low as \$39.95. Motorola service stations can handle all your installations. Ask your Motorola distributor.

MOTOROLA

World's largest exclusive electronics manufacturer



**PRESENTS
THE NEWEST HOME
ELECTRIC SLICER only \$99⁰⁰**

Only General's Model 750 has all ten features which make it the leader in the field.

1. Compact
2. Stainless Steel Knife
3. Gravity Feed
4. Slice Thickness Indicator
5. Sharpener
6. Tray Space—A Brand new feature
7. UL Approved
8. Sturdy Construction
9. Safety Features
10. Sanitary Features

Modern as tomorrow . . .

A "must" for your busy kitchen . . . the brand new General Model 750 eliminates costly, time-wasting hand slicing! Fills a long-felt need for a gravity feed home electric slicing machine with all the features of high-priced commercial machines. With it, accomplish large party preparations, laborious farm and ranch slicing chores in minutes instead of hours. So economical, makes the most of every last morsel of meats, cheeses, vegetables. Save, too, by buying in bulk for freezer units. General efficiently produces beautiful, even slices, a treat to eye and appetite. A real wonder and most wonderful—its amazingly low price!

Write for details—Dept. 844

General

SLICING MACHINE CO., INC.
WALDEN SINCE 1912 NEW YORK

TRENDS continued

increased costs make it imperative in some cases. There's no single, simple answer. Best bet: look for a scattering of price increases (some were in evidence at the Atlantic City Housewares show) in the weeks ahead and don't be surprised if many firms follow suit in the months to come.

What about next year?

It's too early to be very specific but you might bear this in mind. Nobody expects the auto industry to be able to repeat its 1955 performance in 1956.

For one thing, the auto industry is apparently "borrowing" on future sales to maintain this year's sales pace. (Current sales are far

(Continued on page 8)

MANUFACTURERS' SALES

		1955 (Units)	1954 (Units)	% Change
DEHUMIDIFIERS	May	9,579	10,399	-7.89
	5 Mos.	38,330	43,139	-11.15
DISHWASHERS	May	22,589	17,024	+32.69
	5 Mos.	115,178	74,871	+53.84
DRYERS, CLOTHES, Electric	May	34,902	17,621	+98.07
	5 Mos.	342,485	191,426	+78.91
	Gas	14,326	8,912	+60.75
	5 Mos.	118,817	72,247	+64.46
FREEZERS	May	57,618	59,728	-3.53
	5 Mos.	297,394	275,750	+7.85
IRONERS	May	6,558	7,210	-9.04
	5 Mos.	37,247	39,623	-6.00
RADIOS, HOME	May	161,357	173,480	-6.99
	5 Mos.	1,168,580	1,086,921	+7.51
RADIOS, PORTABLE	May	258,701	174,735	+48.05
	5 Mos.	914,455	701,135	+30.42
RADIOS, AUTOMOBILE	May	563,369	316,519	+77.99
	5 Mos.	3,076,849	1,744,160	+76.41
RADIOS, CLOCK	May	130,608	57,370	+127.66
	5 Mos.	694,070	516,688	+34.33
RANGES	May	109,263	82,649	+32.20
	5 Mos.	611,913	502,310	+21.81
BUILT-IN RANGES	May	16,367	n.a.	n.a.
	5 Mos.	55,358	n.a.	n.a.
REFRIGERATORS	May	390,385	282,164	+38.35
	5 Mos.	1,867,229	1,571,928	+18.79
Two-Door Models	May	63,155	24,784	+154.82
	5 Mos.	323,821	168,659	+92.00
TELEVISION	May	467,394	396,287	+17.94
	5 Mos.	3,238,820	2,301,005	+40.76
VACUUM CLEANERS	May	261,238	209,434	+24.74
	5 Mos.	1,376,334	1,127,015	+22.12
WASHING MACHINES, Automatic & Semi	May	236,530	158,799	+48.95
	5 Mos.	1,261,214	881,816	+43.02
Wringer & Spinner	May	105,229	88,145	+19.38
	5 Mos.	474,859	476,829	-.41
WATER HEATERS, Storage	May	64,682	54,099	+19.56
	5 Mos.	296,843	254,348	+16.71

WASHERS, IRONERS, DRYERS—Membership of American Home Laundry Mfrs. Assn. VACUUM CLEANERS—Industry Estimate by Vacuum Cleaner Mfrs. Assn.; Radio & Television—Industry Production Estimate by Radio-Electronics-Television Mfrs. Assn.; All Other—NEMA Members, not industry.



OPERATION CU CEILING UNLIMITED

Your Hoover Distributor has it...and he's bringing it to you!
The most complete, most comprehensive, across-the-board advertising and merchandising program on the street this Fall!

HOOVER PIXIE SPECIAL

National Ad Campaign—Point of Sale and Promotional Material—Ad Mats—Mailers—Special Deals—Co-op Money—Plus Extra Promotional Money for You!



STAINLESS STEEL SOLEPLATE IRON SPECIAL

Strong National Advertising—Free Displays—Posters—Streamers—Free Mailing Pieces—Ad Mats—Special Deals—Co-op Money—Plus Generous Special Promotion Money!



HOOVER MINUTE-MAN

National Advertising—Free Mailers—Free Display—Free Streamers—Ad Mats—Special Deals—Co-op Money—Plus Extra Promotion Money, too.



HOOVER DUSTETTE SPECIAL

Window Banners—Store Display—Mailing Material—Attractive Special Deals—Newspaper Mats—Co-op Advertising Money—And Promotion Money!



MODEL 011 IRON SPECIAL

Motorized Display—Counter Display—Mailing Pieces—All Free—Point-of-Sale Material—Special Deals—Co-op Ad Money—Plus Promotion Money.



COMBINATION PIXIE-DUSTETTE DEAL

Extra-Special Buying Opportunity—Free Display Material—Free Mailing Material—Free Newspaper Ad Mats—Co-op Money—Plus Extra Promotional Dollars! Don't Miss This Deal!



Dealers who handle Hoover Special Products are in for the biggest selling season in history. Operation CU is the reason. Ceiling Unlimited.

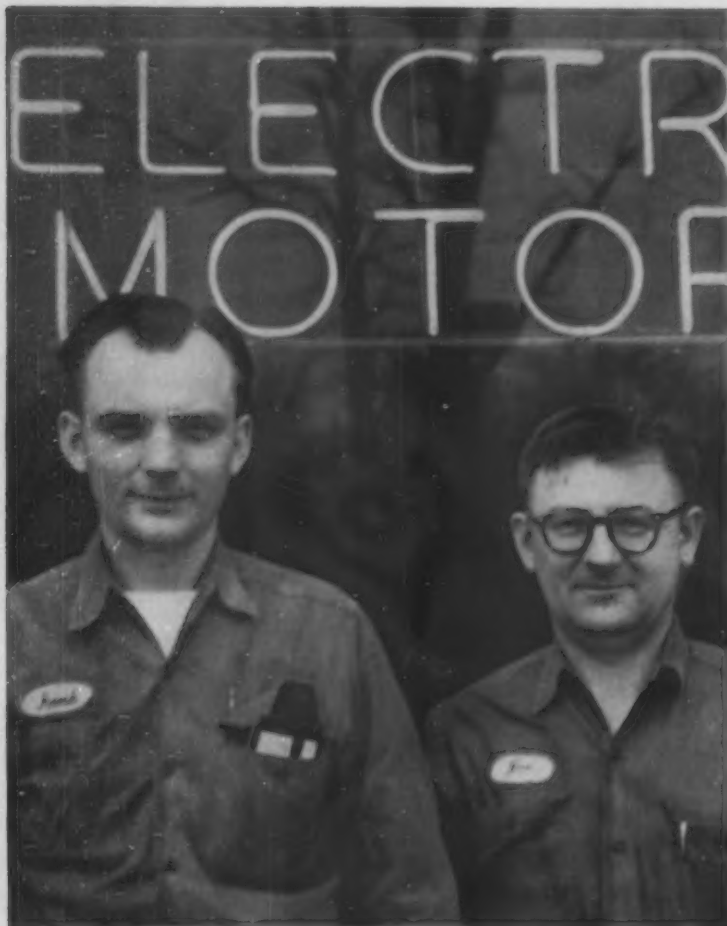
Ceiling Unlimited on deals, promotions, advertising, merchandising. Ceiling Unlimited on Sales. Everything in Hoover's line of traffic appliances is covered. It's the biggest promotion package you've seen in years.

Your Hoover Distributor has Operation CU now. If you haven't seen it yet, don't wait for him to call you. You call him!

HOOVER

FINE APPLIANCES

...around the house, around the world



Motor Rebuilder Recommends KLIXON Protectors In Motors

DETROIT, MICH.: Messers. Henry (left) and Joseph Bilicki (right), co-owners of the RE-NU Electric Company, know what Klixon Protectors do in preventing motor burnouts. Here's what they have to say:

"It is our practice to recommend KLIXON motor protectors in all automatically started equipment. We do not send out motors for such service unless so equipped. We find it pays to use inherent protection in all motors."



Manual
Reset

Automatic
Reset



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

METALS & CONTROLS CORPORATION
SPENCER THERMOSTAT DIVISION
2308 FOREST ST., ATTLEBORO, MASS.

TRENDS continued

ahead of what might be expected if you use normal replacement figures and market growth data to judge the size of the market.)

Then too, most 1956 cars will undergo only "facelifts" in the model changeovers. There will be few completely new auto lines.

All this leads some people to guess that the rate of savings may turn upward in 1956. It may also mean that a bigger share of the consumer's dollar will be spent on durables other than autos.

The public is still keenly aware of the danger posed by abandoned refrigerators and ice-boxes.

The first really restrictive piece of legislation on the problem was passed this spring by the Tennessee state legislature. The new law provides that refrigerators must be equipped with a safety device which will open the door or provide a means of escape from the interior. It becomes effective in 1957. If it's still on the books at that time manufacturers will have to come up with new door mechanisms.

Other state legislatures are said to be studying similar action (although none has been introduced). There has, however, been local legislation making it unlawful to abandon a refrigerator or icebox without first removing the door and lid. *End*

MANUFACTURERS' SALES

Electric Housewares—NEMA Members Only, Not Industry		1955 (Units)	1954 (Units)	% Change
BED COVERINGS	May	46,973	22,016	+113.36
	5 Mos.	161,043	126,153	+27.66
COFFEE MAKERS	May	137,713	185,773	-25.87
	5 Mos.	847,797	999,010	-15.14
CORN POPPERS	May	8,883	13,814	-35.70
	5 Mos.	81,389	105,187	-22.62
DEEP FAT FRYERS	May	12,544	20,888	-39.95
	5 Mos.	70,041	125,226	-44.07
HEATERS, Portable:				
Convactor & Radiant.....	May	1,228	1,750	-29.83
	5 Mos.	7,775	7,812	-.47
Fan-Forced & Fan-Heaters..	May	25,556	16,874	+51.45
	5 Mos.	62,737	63,374	-1.01
HEATING PADS	May	93,526	29,247	+219.78
	5 Mos.	430,473	333,038	+29.26
HOTPLATES—DISC STOVES	May	29,018	24,022	+20.80
	5 Mos.	136,694	138,402	-1.23
IRONS:				
Traveler.....	May	16,084	24,036	-33.08
	5 Mos.	66,756	65,229	+2.34
Standard, Automatic.....	May	136,029	47,771	+184.75
	5 Mos.	608,605	410,306	+48.33
Steam & Steam Attachments	May	223,408	139,742	+59.87
	5 Mos.	1,080,194	971,224	+11.22
Non-Automatic.....	May	5,534	3,771	+46.75
	5 Mos.	26,981	21,413	+26.00
TOASTERS:				
Automatic.....	May	101,970	81,400	+25.27
	5 Mos.	610,906	491,820	+24.21
Non-Automatic.....	May	14,034	13,683	+2.57
	5 Mos.	69,435	73,610	-5.67
WAFFLE IRONS & GRILLS:				
Waffle Irons & Sandwich				
Grills (Single Units).....	May	3,645	2,736	+33.22
	5 Mos.	16,587	16,703	-.69
Combination Units.....	May	24,498	24,752	-1.03
	5 Mos.	228,555	144,475	+58.20

How big is **Big**?



American Tobacco

Company, largest US cigarette maker had 33.2% of domestic sales* in 1954. Three of its brands sold an estimated total of 123 billion cigarettes.** But nobody smokes Lucky Strikes because of the size of the Company.

Size is not always an index of value and service. In this day of multi-million audiences, one magazine with only 1,300,000 circulation is a major influence in a market worth more than \$11 billion annually.

The magazine is **SUCCESSFUL FARMING**. Its selective circulation includes 26% of all commercial farms, and 42% of those earning \$10,000 or more a year.

SF farm subscribers have big investments in land, buildings, machinery . . . raise 53% of the harvested corn, 57% of the hogs, 38% of the cattle and calves, 44% of the dairy products. And their average cash income, from farming alone, has been around \$10,000 for the past several years.

Because **SUCCESSFUL FARMING** for more than fifty years has helped farm families make more money, live better . . . it has an influence that no general medium can have with its market. And it fills a big gap in the national market, balances national advertising schedules . . . See any SF office.

Source: *Business Week, January 8, 1955

Source: **Advertising Age, January 10, 1955



What's Up??

WHITE'S UP!!!

UP
UP
UP
UP

NEW RECORD SALES

...MORE THAN DOUBLED

White dealers' sales are up, up, up! May sales were 111.3% over last year . . . contrasted with only about 25% for the industry. And . . . zooming sales mean BIG profits to *White* dealers.

MANUFACTURING FACILITIES

...MORE THAN DOUBLED

Extensive addition to *White's* plant facilities more than DOUBLES *White* production.

DELIVERY AND SERVICE

...TWO SHIPPING POINTS

Now . . . two shipping points mean faster delivery, better service, prompter shipments. Shipping costs to Central and Far West are reduced.

NEW EXPANDED LINE

...DOUBLE YOUR MARKETS

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TRENDS

REGION BY REGION

... in the EAST

By Ted Weber, Jr.



Air conditioners make the headlines ... but refrigerators and fans share in hot weather sales ... trade looks ahead to good fall business

AIR conditioning was the big news in the East in early July.

But it wasn't the only good news. Sales of a half dozen other appliances—including refrigerators—were good and dealers who could get their minds off air conditioner sales were confidently predicting good business in the fall for most appliance and radio-TV lines.

Area by area the air conditioning picture in the East was one of boom proportions. In the metropolitan New York area one of the big installation firms called business "fantastic." In Buffalo, dealers said business was "surprisingly good." In Philadelphia one dealer claimed he had sold more units in the week of July 4 than in any one month of 1954. Another dealer in that city said "I've never seen anything like it in all my years in the appliance business." In Boston a distributor summed it up neatly: "There's no comparison with last summer, weatherwise or saleswise."

How long will the air conditioning boom last? Traditionally the business has pretty well folded up by mid-July but this year's late start and the continuing heat wave in the East may lengthen out the season. That's what eastern dealers are hoping for. In mid-July inventories were still adequate although there were spot shortages on certain brands and sizes. But with forecasts of continuing "above normal" heat in front of them, some easterners feel that the good selling may continue through July and into August—possibly even until there's pretty much of a sell-out throughout the industry.

But while air conditioning volume was good, profits were not. A few dealers reported that prices had firmed up once the heat was on but most dealers found the price situation still "difficult." In New York in the midst of the heat wave several

chains continued to advertise $\frac{3}{4}$ hp. models at \$149 and \$169.

The heat also helped out two other hot weather appliances—fans and refrigerators. The fan boom paralleled that in air conditioners. In Boston a distributor grouped fans with portable radios as the two "hottest" items on the market. Other Boston dealers reported fan sales running from 20 to 50 percent ahead of a year ago. A Westchester (N. Y.) dealer reported fans in "short supply" after three days of heat with window fans in the 16 and 21 inch size being best sellers. In Washington a dealer reported "heavy demand" but said he was switching many fan prospects to air conditioners. A slightly different twist was reported by a Philadelphia dealer currently doing a "terrific" fan business. He'll follow through next winter in trying to convert buyers into air conditioner prospects. A big Philadelphia distributor saw his fan stocks disappear entirely in the first days of the hot spell, had two plane loads of replacements flown in, and promptly sold out on these, too.

There were no reports of sell-outs on refrigerators but almost every dealer agreed that volume on this appliance was extremely good. In Boston the refrigerator market started slowly enough but hot weather in June and early July stepped up the pace. Estimates of gains over last year varied from 15 to 50 percent. Philadelphia produced mixed reports with one dealer reporting the best refrigerator season "since I've been in business." In one ten-day period he was forced to order four carloads of units. One Philadelphia distributor agreed that refrigerator volume was "quite good" but another Philadelphia distributor and a suburban dealer said business was only fair. In Buffalo the picture was more uniform, several dealers calling refrigerators their best-sellers. In Westchester dealers reported "very good" refrigerator volume.

There was some evidence of dealer disinterest in refrigeration, however. In both Philadelphia and Buffalo dealers reported "very light" business in refrigeration because of competition from discounters. It was evident that on a highly saturated appliance of this type, these dealers preferred to sit out the price bidding and to concentrate on newer products which would return a better profit.

Laundry equipment shared in the generally favorable mid-summer sales picture. Boston dealers agreed that washer business was better than last year, which was a good one. Dealers there reported gains of 15 to 25 percent. Similar reports came from New York, Philadelphia and Buffalo.

Even TV, traditionally a poor summer-time performer, was doing better than expected. To be sure, most dealers reported a drop in volume but these were accompanied by the admission that volume was in some cases holding up better

than expected. Comparisons with last year varied but a Boston distributor said that his July business was five times as good as last year. Best of all, there seemed to be a general vein of optimism among dealers over TV prospects for this fall.

In Buffalo and in Washington, transit strikes have hurt downtown sales. In the Capitol, downtown merchants have reverted to a six-day week (they're usually closed on Saturdays during mid-summer) and have attempted to stimulate traffic with free parking, free taxi rides, and round-the-clock answering services for telephone orders. While the downtown merchants sweat it out, however, the suburban stores are riding high and some hope that a trend towards close-to-home shopping will develop.

Retailers were generally taking a realistic look at the fall market. They were aware that many consumers have piled up enough installment debt to keep them out of the market for some months. And the possibility of price increases had to be reckoned with.

But despite these qualifications, the eastern dealer wasn't complaining—about this month's business or about prospects for the remainder of the year.

... in the MID-WEST

By Tom F. Blackburn



Room air conditioner sales shoot upward as heat arrives ... Utilities face the discounting problem ... Less distress merchandise being offered.

ROOM air conditioners are chalking up amazing "success stories" around the Middle West.

A South Bend dealer reports air conditioners are 500 percent over 1954. While the $\frac{3}{4}$ hp. item is leading the 1 hp. model is coming up fast. The dealer says he owes his success to the way the distributor gave him the right pitch. And, for the first time, he understood that the public comes rushing in on hot days and buys and you have got to be ready for them.

(Continued on page 12)

TRENDS REGION BY REGION

At New Albany, Ind., the town is buzzing with room units but there are ten dealers in New Albany carrying them in a town of 35,000 population, and Louisville, across the river, is full of last year's models. You can buy a $\frac{1}{2}$ ton for \$189 there. One New Albany dealer reports selling more 1-ton units than $\frac{1}{2}$ ton. Business started with a rush when hot weather hit a few weeks ago. The store had a lot of motors and was selling them to people who were making their own attic fans.

In Monroe, Wis., 11 firms are competing in a town of 7,000. One store reports sales have been about the same as last year, but they didn't know what to buy; consequently were loaded up with a lot of $\frac{1}{2}$ ton models. Because Wisconsin has been cool, they are looking ahead to later hot weather for their big business.

Strategy of one of Chicago's large retail outlets has been to have a lot of room coolers on the floor, at all prices. Last year's bargain priced models, next to this season's deluxe merchandise, tends to confuse the prospective customers. The salesmen, who each get up to 20 to 40 closes a day, use this to advantage. "We've got them all—it's up to you to decide what you want," they say. "And it's ridiculous for you to think that a \$169 job will give you the air conditioning that the higher priced units will deliver." As a result, they are selling up, with no difficulty.

Apparently the public's memory is good for twelve months, and Kansas Power & Light Co. has cashed in on it. A year ago the southwest had its "heat storms" and while they may not occur again, the utility has made the most of it. Sales of room coolers were up 196 percent for May over May, 1954. Dryer sales—in dry, sunny Kansas—are up 73 percent, electric ranges 48 percent, refrigerators 12, automatic washers 44, and conventional washers 8 percent.

In the same area Kansas Gas & Electric reports a 130 percent gain in clothes dryers for the five months of 1955 compared to 1954. Dealers there sold 199 built-in ranges, and 1,513 standard ranges. Television in this territory took a 15 percent drop in the first five months of the year, as did conventional washers, ironers and home freezers.

News, as this column goes to press, is the fact that Sears Roebuck is offering a submersible pump for mail order sale in its new fall catalog. When Sears sells anything, you can bet it is over the hump.

One factor hitting the big city utility is discounting. Utilities have to sell for list price, and with virtually every dealer and his mother selling at 20 to 25 off, their sales have declined sadly. Commonwealth Edison, which had 1,500 wagon men on the job before World War II, has let their last 100 salesmen go and will work on an inside basis these days. Their advertising policy has shifted to promote the idea of what every woman will want electrically, rather than to sell the item itself.

The electric blanket business will be hurt if fair trade pulls out. The real volume is being done by big operators at around \$19.95, who use the \$39.95 price to make their figure look good. They buy direct, and the electrical dealer, whose merchandise goes through several houses cannot equal their price tags.

While electric blanket business is a natural to the utility, which gains midnight power consumption, none of those in the Middle West, except Wisconsin, are coming up to New England utility promotions.

One Middle West manufacturer flopped on a promotion built around a yellow blanket. A little

investigation would have shown the firm that only 12 percent of sales are on yellow blankets. Maroon, dark blue or green are wanted by older folks who are the real blanket purchasers. It has been observed that "high" or bright colors are purchased by poorer families, and by fringe stores.

Trial is the essence of an electric blanket sale, and older families are slower to purchase. A family buys one, then follows up with an order for the children's beds. The south, with poorly heated homes, is good territory.

Some observers feel that electric sheets are not selling because of the name. Women feel that sheets go next to the body, and must be washed frequently. A word like "portable" bed covering is needed.

Until utilities get behind the electric blanket business and push, the appliance industry will continue to do only a dribble of blanket volume, two thirds of it at holiday time. Bedding departments of big stores, staging cut price promotions, are grabbing the big business, one manufacturer states.

Offers to loan dealers home economists, free soap for demonstrations, and literature galore, are indications of the interest that soap manufacturers are taking in the appliance business in the Middle West. Nearly every brand of detergents has men calling on the appliance trade. Soap company men show up at manufacturer conventions, and now call on dealers themselves. Many stores now sell detergents in buckets or keg size.

The shining new galvanized fence around Sears Roebuck & Company's Chicago warehouse last year indicated a repeat of its below wholesale demonstration. It came off last month and one executive revealed a maneuver that can easily be copied. Each appliance sold during the year was upped a dime in price. This kitty was applied during the warehouse sale, to cover the drop in prices. When you remember that Sears has 22 stores in the Chicago area, and probably does 5 percent of its total volume here—the national average—the pile of dimes was considerable.

Some of the largest appliance stores in the Middle West, such as Biedermans in St. Louis and Hudson-Ross in Chicago have long been purchasers of dealer distress stocks, obtaining new merchandise at prices far below distributors' figures. Recently the supply has been drying up, indicating a new level of stability in the dealer structure.



...in the SOUTH

By Amasa B. Windham



Sale of air-conditioning units may fall below predictions because of weather . . . Across board sales head for record

DESPITE good sales of room air-conditioning units all over the South, it has become apparent in mid-July that this is not going to be the bonanza year that many of us predicted last March. The reason is simple. To paraphrase a popular song: "You Gotta Have Heat"—and there has not been one single day to date that the thermometer has reached 100 degrees down here, with the possible exception of one or two areas in Texas. It may still come in August or September, but that's too late.

Dealer sales of room air-conditioning units for the first six months of the year were in excess of 1954 but the real payoff begins in mid-June and dies down at the end of August. And from the reports we've gathered, sales for the period from mid-June until August fail to indicate that the promised bonanza is being realized.

As of right now, it looks as if New Orleans dealers probably will sell around 16,000 units—2,000 under the predicted mark but still 2,000 better than last year. Dealers in both Birmingham and Atlanta, well ahead of the 1954 mark on June 1, should wind up about even. Memphis and Little Rock dealers are going to have to do a terrific job of selling to equal '54 sales figures, while dealers in the Carolinas may actually lag behind last year's air-conditioning unit sales by 15 to 20 percent. Miami and Tampa dealers are still doing a whale of a sales job in air-conditioning but they are not going to double last year's sales as many of them freely predicted last February.

If the above can be called bad news, it's all we have to report. The crystal ball has a rosy tinge which points toward smashed sales records in almost every other line. Home freezers, one of the few up-and-down items (sales were good only along the Gulf Coast and in Florida), have suddenly started moving in all sections. Electric ranges and automatic washers have joined the fast upgrade sales pace set by electric water heaters and even refrigerators are climbing again.

In Atlanta, business was good during both June and July, running an estimated 20 percent over last year. The upward trend of refrigerator sales points toward the best refrigeration year dealers in the Georgia capital have had since saturation reared its ugly head. Another significant development in Atlanta was the report that more and more customers are asking about built-in appliances, whether they buy them or not. Sales prospects throughout Georgia for the next few months look exceedingly good.

The business trend in Alabama is straight up. In addition to a sharp climb in home freezer sales, (Continued on page 14)

*...the way the Man
and the Plan
are moving more
CBS TV Sets right now
than many promotions
sell in the Fall is ...*

Fantastic

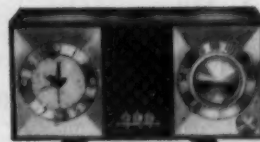
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TRENDS REGION BY REGION

dealers in Birmingham, Mobile and Montgomery are gratified by continued high sales in electric water heaters, television and automatic washing machines. In central Alabama, estimates on the climb in sales of electric ranges is from 10 to 20 percent over 1954.

Florida is well on its way to an all-time appliance sales record. Dealers in the Florida Power & Light Co., territory are aiming at a sales quota of \$75,000,000—\$10,000,000 more than last year—and as of Aug. 1, are running about two percent above quota-to-date. In such inland cities as Orlando, Ocala, Lake Wales and Palatka, business bureaus estimate appliance sales are from 10 to 25 percent better than last year and see little or no prospect of a letup for the final months of the year.

Reports from Memphis, Nashville, Knoxville and Chattanooga indicate that Tennessee dealers are having a high time of it. Memphis, a city of specialty dealers, is still having some operational troubles—i.e. high rents, shortage of good salesmen and little improvement in the credit situation—but sales are good across the board with laundry equipment, ranges and refrigerators holding to high sales marks. Home freezer sales, which were lagging, improved considerably in June and July.

The appliance business in Nashville, Knoxville and Chattanooga probably is in as good or better shape than in any other city in the nation. In all of these areas, the sale of refrigerators, ranges and water heaters is considerably ahead of 1954 and officials of the local utilities in each city foresee a continued climb in business for the rest of the year. There is only one sour note—some day manufacturers are going to find out whatever it is that keeps Tennessee dealers from selling dishwashers and a new field of profit is going to be opened up.

Reports from upper Louisiana and Mississippi are to the effect that sales are well over the 1954 marks in almost everything except television. However, a new telecasting station in Shreveport is due to go in operation in September, and an immediate spurt in television sales throughout northern Louisiana and southern Arkansas is expected. Home freezers, electric ranges and clothes dryers, in particular, have shown a rapid rise in sales in the east Texas-west Louisiana area during June and July, and are considerably better to date than for a similar period of 1954.

Dealers in the Carolinas—North and South—are keeping up with the business parade. In both Raleigh and Columbia, the dishwasher has finally hit the best seller lists and dealers are selling almost double the number they did last year. On the other hand, conventional washers which have always sold well in both cities, are considerably under par this year although the sale of automatics is good. In Charlotte, water heaters and home freezers are selling steadily and electric range sales are an estimated seven percent better than this time last year.

Southern utilities, fired by the success of recent promotions, worked hard to launch new campaigns or wind up old ones. Notable among them—Southwestern Gas & Electric Co., expected its range-food freezer promotion for dealers to wind up in August with new records; Florida Power Co., began all-out efforts to aid dealers in cleaning out air-conditioner stocks; Virginia Electric & Power Co., began plugging air-conditioning and home freezers, and Louisiana Power & Light Co., urged dealers to give the old college try to refrigerators, air-conditioners and food freezers. Many others were equally active.

... in the GREAT LAKES

By N. Bleecker Green



July tops "best June ever" despite steel strike scare . . . Refrigerators gain as much as 19% . . . Promotions get big and blitzy

BUSINESS is good in the Great Lakes region. July opened with heartening evidence that sales volume would continue at its June rate. Most areas reporting put sales equal to or "well above" the May and June figures. Some said as high as 25 percent above. And July showed good indications of racking up what some termed the best month of a very healthy 1955. "Terrific" was one uncautious way of pinning it down.

The optimism varied. Cleveland showed less volume for June than other parts of the area, reporting appliance sales even with or slightly above previous months. The lakeside dealers considered this year's sales volume about the same as last year. Refrigeration was finally off to a good start in Cleveland and led white goods volume. Air conditioning and fans were talked about in low whispers or not at all until the Fourth of July weekend warmed things up. Television showed signs of dropping off "more decidedly than in some time." But TV did move in some outlets, with consoles leading the list.

In downstate Ohio, particularly in Columbus, business was better. One dealer reporting from the Ohio capital city showed white goods volume for the month of June 15 percent ahead of the same month last year. Another source stated that refrigeration, which led white goods, was up 19 percent from last year. Others backed this volume up and all pointed to the good July start. "Expect helluva big July," was the succinct comment.

Pittsburgh showed signs of business that "was not really bad." June was down in a few instances but July showed increases varying from five to ten percent. Laundry equipment held the number one spot in white goods, with refrigeration volume accounting for second place. Television was lethargic with price the predominant promotion theme.

Detroit in June was busting out all over. One distributor called it the best June he ever had. And dealers backed him up. Sales were up from 20 to 25 percent over May, 15 to 20 percent ahead of last year. Refrigeration showed the biggest movement in white goods. "Biggest in units but not in dollars," said another. One explanation was that Detroiters were buying more refrigerators, but at the lower end of the line. Some disagreed with this surmise, saying that lower prices were the answer. "Refrigeration which used to sell for \$350 are now going for \$300," said one dealer. Television was showing some sign of life, especially on specials and newly introduced portable models. And dealer inventory, according to several distributor sources, is low.

But promotion is the key word in some areas,

particularly Ohio an aggressive, highly competitive market where much of the industry tests its trump cards. The Saturday Evening Post first launched its Electric Servants Fairs in the Buckeye region, and working with the Ohio Power Co., the magazine recently wound up a large sized version in which ten cities and towns worked together. Some 1,626 appliances were moved by over 80 dealers during an eight-day period.

In Cleveland another kind of promotion has showed up, a blitz type of one-grand push throughout a marketing area. General Electric Supply Co. in Cleveland launched a "Carnival of Values" June 5 which will cost an estimated \$100,000. The twelve-week event will use a total of 4,300 radio spots on 28 stations in 12 cities. About 85 newspaper ads will be used in the 23-county area to promote the G-E line through its dealers. Cooperative advertising is being used and price is the predominant incentive.

In another one-brand push, Cleveland's Maytag Sales opened with a 60-hour continuous promotion through four of its key dealers. They called it "Maytag's Mad Marathon." While Maytag has held similar events in single stores in other parts of the country, Ohio was the scene of the first multiple push. Open day and night during the non-stop event, the four dealers did \$110,000 worth of retail business. Laundry equipment led the list of units and volume was "about what we figured we would do." Whether these concentrated, peak promotions on one brand will spread remains to be seen. But if success is any indication, more will surely follow.

The industrial strikes which threatened these past months had their effect on the Great Lakes region. Long before the UAW and the auto firms went into their settlement huddles, retail sales began to show signs of inertia. Dealers reported cancellations and requests to hold sold merchandise for delivery "until this thing is settled."

The question was, when settlement came, would delayed sales go somewhere else or stay in the appliance field? Indications from Detroit this month point that they were not lost. Detroit showed some of the highest volume increases
(Continued on page 16)



"I MADE A LITTLE SIDE BET ON THE FIGHT."

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Get the facts, and you'll push Deepfreeze home freezers, refrigerators, and the new Deepfreeze Duplex, every time!

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Please send complete facts on what's in it for me, profit-wise, if I handle Deepfreeze.

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TRENDS REGION BY REGION

in the region during June. And they continued into July. Delayed sales were boosting business in such out-of-state areas as Dayton and Columbus. For caution spreads during strike times and the suppliers for the giant auto industry reach out a long way from Detroit.

In Pittsburgh the actual 12-hour strike against U.S. Steel had little effect on the appliance market. But the talking and the uneasiness that led to the threatened shutdown did have an effect. "Conversation" is the way one steeltown spokesman put it. And he points out that the strike threat is an annual thing in the Pennsylvania-West Virginia area. Conversation hurts sales. The pre-strike threat and apprehension slowed down many a sale wavering on the edge of decision. Pittsburgh, with the year-long department store strike under its belt, wanted nothing of the steel stoppage. It could have been rough. Business now has a normal chance.

The built-in range as we know it today may only be a transitional step to an oven-in-the-wall and a cabinet full of small appliances. This is the possible conclusion drawn from a variety of opinions voiced in Ohio during the past few months.

During a recent trade show in Cincinnati, a designer for a national pre-fab housing firm asked for flexible cooking units of a "slip-in" nature which could be used in any part of the kitchen. At this same show, a manufacturer of rotary electric motors stated that range people were keenly interested in placing rotary spits in their built-in ovens, "to make them more saleable when moved alone."

Comments similar or parallel to these have been heard before. Speaking before the Cleveland chapter of the Electrical Women's Round Table this winter, Westinghouse's Julia Kiene emphasized the wide use of small appliances by the young brides today. In many cases, it was pointed out, complete meals are being cooked with the portable units. Before a technical conference also held in Cleveland, an engineer from the appliance industry outlined a small appliance center for just this purpose. It consisted of a base cabinet with multiple or strip electrical outlets and a built-in timer; the cabinet would act as both storage and operating space.

Television sets in the Cleveland area have climbed to second place in home appliance ownership, according to the Cleveland Electric Illuminating Co. Ninety-percent of the families in Cuyahoga County own at least one set, while slightly more than three percent have two or more.

Refrigerators ranked first in the CEI market study, with 99 percent of the families having one. Eighty-eight percent of the housewives use electric washers, 30 percent of these being automatic. Of those having washers, 18 percent also have dryers.

Checking up on the ownership of home freezers, the CEI study found that while 10 percent of the urban Cuyahoga County had freezers, families in the rural areas of Cleveland-Northeast Ohio topped the figure with 21 percent ownership. The survey also found that electric blankets (and sheets) are owned by nine percent outside the Cleveland area; only seven percent in Cuyahoga County. Two percent of Clevelanders use air conditioning, while this lowers to a mere one percent outside the urban area.

CEI draws some conclusions from its surveys: that families in the expanding middle-income group are buying more electric appliances faster than in any other income range; that the highest rate of appliance buying and "planning to buy" is taking place in the suburbs.

... in the FAR WEST

By Howard J. Emerson



Dealers place heavy orders at new line showings . . . Cool weather hurts air conditioner sales . . . Refrigerators and dryers overcome seasonal peaks

THE Far West is in for the biggest fall volume in history—or for the worst dumping ever witnessed. Exceptional optimism has characterized most product meetings during early July. Dealers reaching San Francisco for opening of Market Week on July 18 report that well above normal sales volume so far this summer has lowered inventories, left dealers ready to buy with plenty of "open to buy." And they have been using it to order fall merchandise with an abandon that has not been seen at dealer level in three years. More than one dealer has been talking carloads instead of the usual "I'll take three if I get the end column and some trading money."

Dealer optimism is not unwarranted. Except in Los Angeles, where a transit strike has hurt all business and cut downtown store volume as much as 50 percent, it has been the nicest Summer in many a year for most appliance dealers. With automatic washers continuing to pay the rent, refrigerators making a strong and reasonably profitable comeback, dryers becoming a no-season item, dealers are holding their own in a wheel and deal market.

Air conditioning? Just wait 'til next year. That's about the only hope left for the Far West in this year of grace and cold weather. 1955 was to be the turning point and everyone was ready but the weatherman. Utility programs, electric league promotions, home shows, manufacturer and distributor efforts gave air conditioning more than its share of attention, but the shows played to audiences comfortably cooled by nature.

It's too late now for enough air conditioning activity to bring volume in Far West up even near the mediocre sales level of 1954. On July 16 most areas were in their second day of real summer heat. To that date, look at the record. In normally hot Spokane, the utility reports sales of six room coolers in six months. In Sacramento, center of normally stifling Central Valley, a top distributor had moved less than 100 air conditioners to July 15, compared with more than 500 to same date 1954. Same distributor has sold 10,000 evaporative coolers a year for a decade—so far this year, with season about finished, he's sold 1,500. Even the Far West's white hope for air conditioning, Arizona, has barely been holding its own in spite of fabulous new home building activity—2783 units to July 15, compared to 2738 to same date last year. Volume hope of the Far West, the sprawling, sweltering Los Angeles basin, had its first heat wave arrive on July 14. One distributor there, with three times as many dealers as he had last year, has so far sold less units.

But, changes in pattern of air conditioning selling in Far West are evident in spite of poor overall volume this year. Until now, too many in industry had tried to open the market with cart-before-horse techniques, hitting first for the residential market instead of business and professional prospects. This year, stuck with room coolers of no interest to shivering home owners, many dealers have taken distributors' advice and gone after small stores, doctors' and dentists' offices, motels and found considerable success. Biggest surprise to dealers—these markets can be sold in advance of hot weather. In El Paso, Tex., where air conditioner sales to homes have dropped because of a season of very low humidity, overall volume has stayed level through sales to motels. In that nearly 100-percent evaporative-cooled home area, more than 85 percent of motels have gone to refrigeration cooling to get the tourists.

All-year dryer business is closer to realization in the Far West. This dessert for the dealers' bread and butter washer business is amazing even the experts. From up near the Canadian border, where Spokane area dealers had largest June and July dryer business in history, to near the Mexican border where Arizona dealers have so far increased dryer sales by 59 percent this year, the swing is to all-year selling of this once seasonal appliance.

Look for even bigger volume in dryers, say observers, now that the dealers have been shown they can sell dryers when it is not raining. Much of success so far has been direct result of intensive utility and association promotions aided by manufacturers' pushing of washer and dryer as a pair. Now dealers are joining the team. Sadly lacking right now—general follow-up of automatic washer customers when time payments are finished. Help, too, would be more manufacturer advertising in regional magazines and newspapers timed to supplement elaborate dryer promotions sponsored by Far West utilities and associations.

"Out of season" business in refrigerators can be expected in the Far West from now on, observers predict. In areas other than Los Angeles, refrigerator sales have been 'way up right into mid-July, and the possibilities are good for continued or better business through balance of summer and fall. Credit two factors with this change. Sales have been better than good so far because public has gone overboard for the two-door boxes, particularly those with freezers on the bottom or on the side. Low temperature and larger freezer capacity are making prospects of families responding to appeals of home freezer campaigns. In one area, Sears is reported to be selling 14 percent of its volume in freezer-on-bottom models, and shrewd guessers would put that figure higher. A distributor in the Northwest, with one of least accepted brands, now has a two-temperature model with bottom freezer—to July 15 his sales of this model have been twice his 1954 volume.

Success of freezer promotions also increasing sales of small, stripped refrigerators. Definite increase in sales of home freezer and small refrigerator as a pair, with the dealer taking old and larger refrigerator in trade. As these sales are usually in freezer season, they are leveling curve of refrigerator sales.

Look for more discounters—on the green sheet. The wolf is at the door of many discount operators out here, and he's not just looking for cost-plus-ten on some sheep's clothing. One northern California distributor whose appliances are in all types of retail outlets analyzed his mid-July credit report—he had 14 accounts listed on the green sheet as delinquents, and 11 of these were well known discounters. End

*When you turn this page,
you'll see the most
advanced ideas in
TV, Radio and Phonograph
engineering and design for 1956*

*—with more built-in opportunities for profit
than any other new line you'll see this year.*

NOW . . . JUST TURN THE PAGE

The fine new

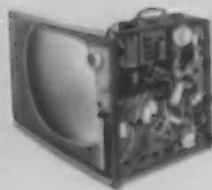


**EYE-
CONDITIONED**



An entirely new
concept in TV design—

MOTOROLA Power Panel



LOOK AT THE SIDE PANEL of the sturdy tri-wall frame. New **RIGHT-UP-FRONT** Controls are directly in line with the components they control—no long, complicated control shafts!

Look closer at the front panel—it's also the front of the set. Picture tube is lens-mounted with a cushioned glass-to-steel bond that eliminates tube shifting and transit breakage.

Look at the clutter-free construction. See how the Power Panel is complete in itself. *Anywhere* you look you'll see everything about it is completely new!

SIMPLEST SERVICING IN THE INDUSTRY!

Cabinets wrap around one-piece Power Panel. Loosen a few screws and unit slides out—is completely accessible for testing or on-the-spot servicing.

And every component is right there in view—no fumbling around trying to reach hidden assemblies. Power Panel cuts service hours to service minutes!

21K37 Deluxe 21-inch console.
Available in Blond or Bronze finishes.

MOTOROLA

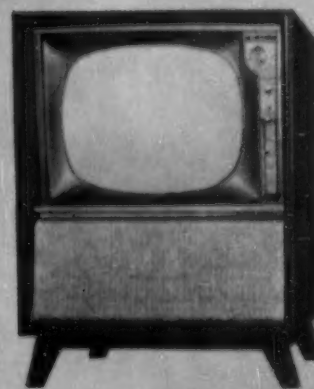
MOTOROLA[®] TV

with RIGHT-UP-FRONT TUNING...



24K11 Finest Motorola TV. Wood cabinet in Mahogany or Blond. 24-inch Glare-Down mounted picture tube.

24K
Pus
isho



21K41 21-inch Glare-Down/Sound-Up console. Available in Mahogany or Blond finishes.

21C4
Dy
Blon

MOTOROLA® TV -the

with RIGHT-UP-FRONT TUNING... and a



Right-Up-Front

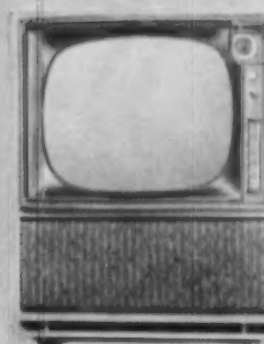
Motorola makes sure you know what he's doing. Tuning around for controls of the set, no guesswork, no trips up to the set for

Motorola controls they're handiest—on the FRONT of the cabinet.

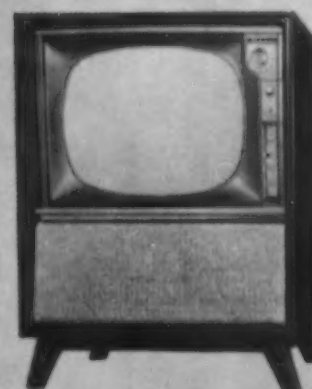
22



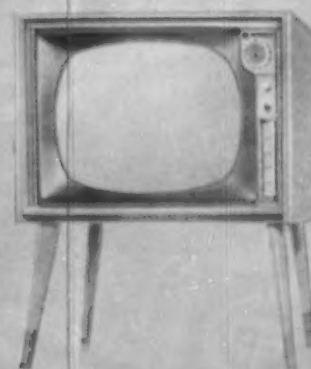
24K11 Finest Motorola TV. Wood cabinet in Mahogany or Blond. 24-inch Glare-Down mounted picture tube.



24K10 Handsome 24-inch console. Push-button turn-on. Wood-finished in Mahogany or Blond.



21K41 21-inch Glare-Down/Sound-Up console. Available in Mahogany or Blond finishes.



21C4 Value-packed 21-inch Glare-Down console in Mahogany or Blond finish.

Ea

the most advanced new line and an EYE-CONDITIONED PICTURE for the easiest, most

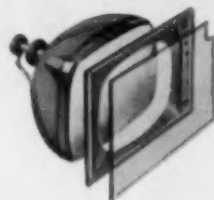
Right-Up-Front Tuning

Motrola makes sure the viewer sees what he's doing. There's no groping for controls on the side or back of the set, no guesswork, no second trip to the set for final adjustments. Motrola controls are right up where the handiest—on the upper right corner of the cabinet. The viewer

stands back, sees the picture—gets it perfectly in tune the very first time.

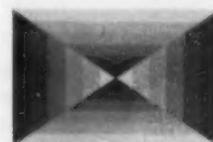
New Push-Button Turn-On

Viewer just pushes a button and brings the picture and volume back on exactly as they were last time set was used. There's no re-setting of any controls. Just push the button, sit down and enjoy the finest picture in TV!



Glare Guard
Picture Unit

90° Aluminar Tube uses Magic Margin to extend picture, eliminate light-confining frame. Eye-Shade Filter is tinted to reduce glare, curved to shed room light. Glare-Down styling diverts reflections—protects viewer's eyes.



New
Accurashade
Circuitry

Provides the widest range of blacks to whites in television. Gives new depth to picture by preserving the natural lights and shadows of the original picture. Television's most camera-true picture for hour after hour of eye-comfortable viewing!

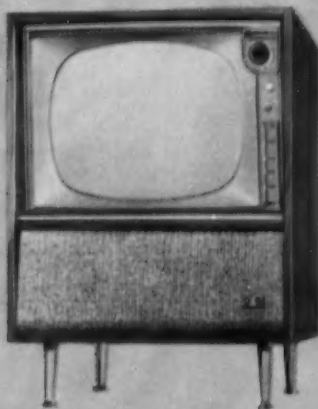
22 new models to choose from with a step-up sell



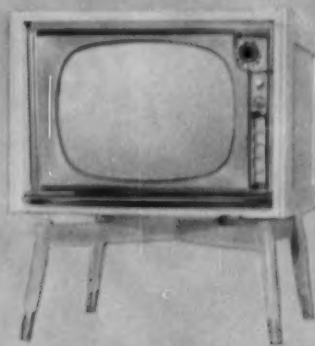
24-inch console.
Push-button turn-on. Wood-finish in Mahogany or Blond.



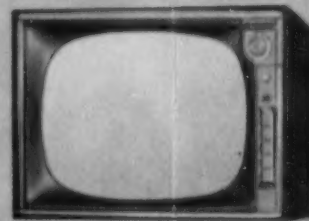
21K45 Custom Deluxe home theater console. 21-inch Glare-Down mounted tube. Wood, Grey Mahogany finish.



21K44 Glare-Down/Sound-Up design in fine solid wood. Push-button turn-on. 21-inch. Walnut or Birch.



21K43 Turn-table console. Genuine leather top. 21-inch. Glare-Down design. Mahogany or Blond.



24T4 24-inch table model with Push-button turn-on. Wood-finish cabinet in Mahogany or Blond.



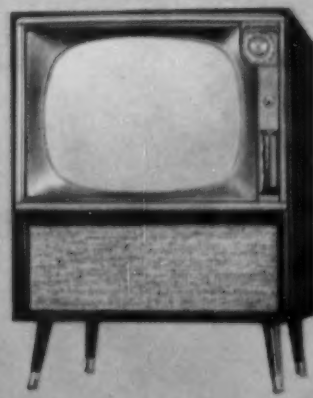
24K9 Economical 24-inch console. Available in either handsome Mahogany or Blond finishes.



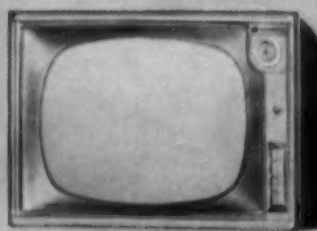
21-inch Glare-Down in Mahogany or Blond.



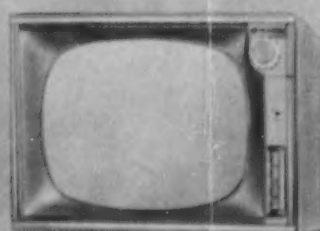
21K40 Handsome Deluxe console. 21-inch. Wood-finished in Mahogany or Blond.



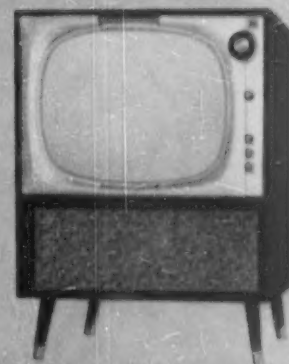
21K39 Ultra-modern 21-inch console. Wood-grained in Mahogany or Blond.



21T28 Finest 21-inch table model. Mahogany or Blond finish.



21T27 21-inch Deluxe table model. In Blond, Mahogany or Pink.



21K38 Wood-finished 21-inch console. Mahogany or Blond.

Easier to tune-easier to see-easier to sell **MOTROLA**

MOTOROLA TV
T TUNING...

-the most advanced
and an EYE-CONDITIONED PICTURE



Right-Up-Front Tuning

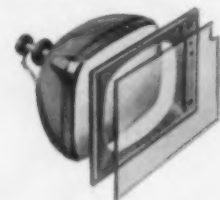
Motorola makes sure the viewer sees what he's doing. There's no groping around for controls on the side or back of the set, no guesswork, no second trips up to the set for final adjustments.

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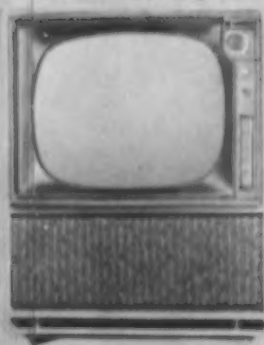
Glare-Down Picture

90° Aluminar Tube uses Magnifying lens to extend picture, eliminate blurring. Eye-Shade Filter to reduce glare, curved to follow light. Glare-Down styling of picture tube—protects viewer's eyes.

22 new models to choose from with



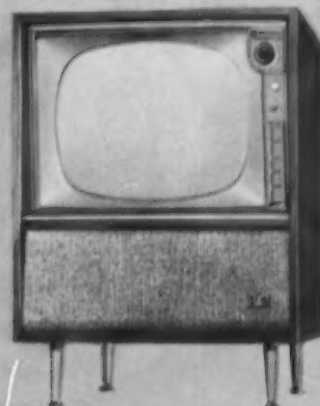
24K11 Finest Motorola TV. Wood cabinet in Mahogany or Blond. 24-inch Glare-Down mounted picture tube.



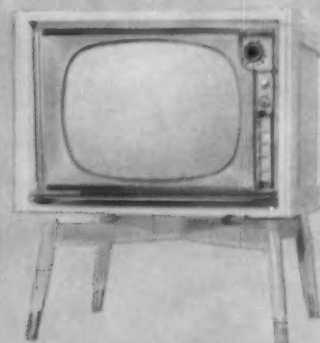
24K10 Handsome 24-inch console. Push-button turn-on. Wood-finished in Mahogany or Blond.



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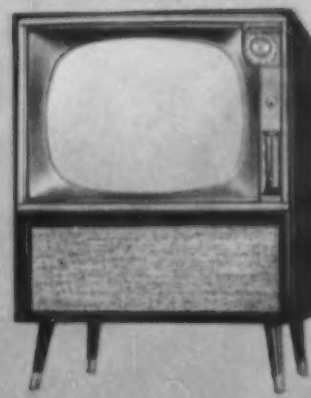
21K41 21-inch Glare-Down/Sound-Up console. Available in Mahogany or Blond finishes.



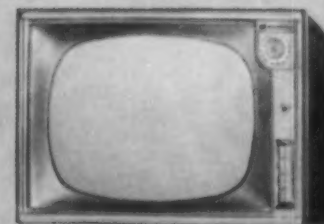
21C4 Value-packed 21-inch Glare-Down consolette in Mahogany or Blond finish.



21K40 Handsome Deluxe console. 21-inch. Wood-finished in Mahogany or Blond.



21K39 Ultra-modern 21-inch console. Wood-grained in Mahogany or Blond.



21T28 Finest 21-inch table model. Mahogany or Blond finish.

Easier to tune-easier to see-easier

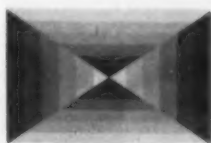
anced new line for 1956

ICTURE for the easiest, most comfortable viewing in television



Glare Guard Picture Unit

Tube uses Magic Margin ure, eliminate light-con- Eye-Shade Filter is tinted e, curved to shed room own styling diverts re- spects viewer's eyes.



New Accurashade Circuitry

Provides the widest range of blacks to whites in television. Gives new depth to picture by preserving the natural lights and shadows of the original picture. Television's most camera-true picture for hour after hour of eye-comfortable viewing!

New Compensator Tubes—Gated Automatic Gain Control plus new Compensator tubes automatically adjust for differences in signal strength, combine to dramatically reduce eye-tiring interference.

New Power Transformer—Assures complete reproduction of all picture details. 40 megacycle performance prevents interference with adjoining sets.

Automatic Beam Stabilizer—Assures a better defined picture that's in perfect focus at all times.

Thermostatic Tuning—Cascode tuner automatically adjusts for temperature difference as set warms up. Picture tunes in perfectly—and stays that way.

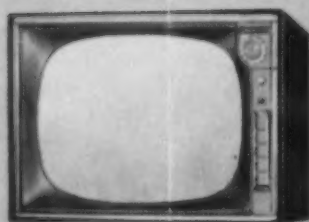
Humidity-Proof Insulation—Shields against annoying high-voltage interference, protects set from damaging changes in humidity.

Signal-Sealed Circuits—Keep picture from tearing away from sides of screen and increase horizontal stability for clearer, steadier Eye-Conditioned picture.

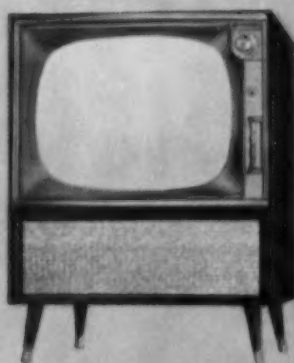
m with a step-up sell for every one



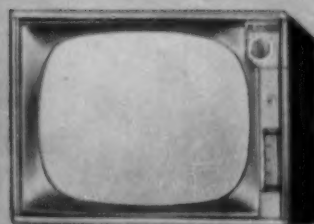
onsole, Genu- 1-inch, Glare- any or Blond.



24T4 24-inch table model with Push-button turn-on. Wood-finish cabinet in Mahogany or Blond.



24K9 Economical 24-inch console. Available in either handsome Mahogany or Blond finishes.



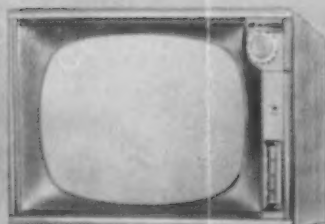
24T3 Golden View® table model with 24-inch Eye-Conditioned picture. In Gosamer Bronze.



21K42 Custom Deluxe 21-inch Glare-Down/Sound-Up console. Wood cabinet, Mahogany or Blond.



table model. nish.



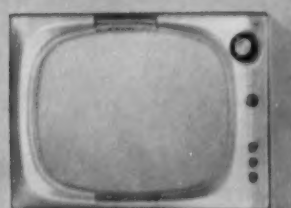
21T27 21-inch Deluxe table model. In Blond, Mahogany or Pink.



21K38 Wood-finished 21-inch console. Mahogany or Blond.



21T26 Compact 21-inch table model. Available in Blond, Bronze or Charcoal.

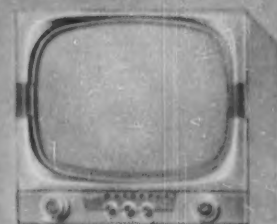


21T25 Budget-priced 21-inch table model. In Pink, Tan, or Charcoal.

PLUS THREE NEW TRAFFIC BUILDERS



17T26 New Motorola Clock TV! 17-inch. Carnation Pink or Antique White.



17T25 Decorator TV comes in Blue, Green or Tan. 17-inch picture tube.



17T24 Super-thrifty 17-inch table model. In stippled Charcoal.

asier to sell

MOTOROLA TV

NOW . . . JUST TURN THE PAGE

New **MOTOROLA**

with an entirely new idea in radio-phonograph

**2 new Hi-Fi sets, 3 new phonographs—
a beautiful buy for every prospect**

**Masterpiece Hi-Fi Console with exclusive
Guest Conductor switch and 4 speakers!**

EXCLUSIVE GUEST CONDUCTOR switch separates voice from orchestra... 15" woofer, three speakers... calibrated, separate loudness and tone controls... 20 watt output... 4-speed changer... anti-vibration board. Costs under \$200—yet outperforms sets costing up to four times as much! Also in Limed Oak.

Masterpiece, Jr. Makes Hi-Fi low-priced

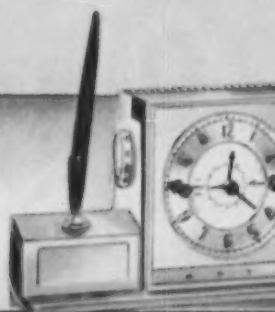
Woofer and tweeter speakers... calibrated separate tone controls... ceramic cartridge, sapphire styli... automatic intermix and shut-off... push-pull output stage... 3-speed one-knob changer control... budget-priced. Also in Blond.



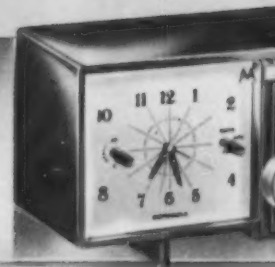
Meppet portable—Separate tone and volume controls... twin styli... 3-speed one-knob changer control... extra large cabinet and speaker. Also in Red with Tweed.

Playmate radio-phonograph—Sells for under \$50! Separate tone and volume controls... complete Golden Voice radio. Also available in Red with Tweed.

Escort 3-speed automatic—Sapphire flip-over styli, ceramic cartridge... automatic intermix and shut-off... separate tone and volume controls... 5 1/4" speaker.

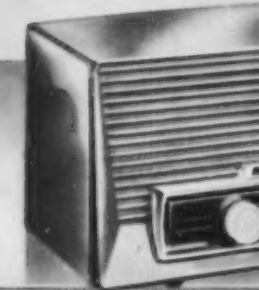


VIP Concentrated Power clock, calendar, removable clock-radio.



56CS Lowest priced model, extras. Also in Mint Green.

56X Concentrated Power Clock. Automatic volume control. Also in Red with Tweed.



MOTOROLA
and electronic
Motors
recording

Styled right, priced right, to move right off your shelves

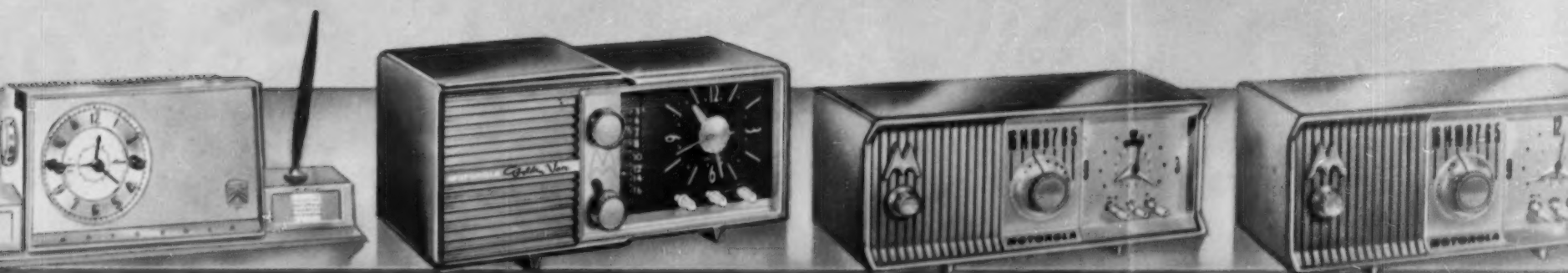
Golden Voice® Radios, Phonographs,

graph merchandising!

Each model in each series is engineered to appeal to a specific type of customer—with styling, feature and price advantages that are going to close more sales, more quickly.

Look 'em over—for model, price, competitive and sell

Six do-everything clock radios,



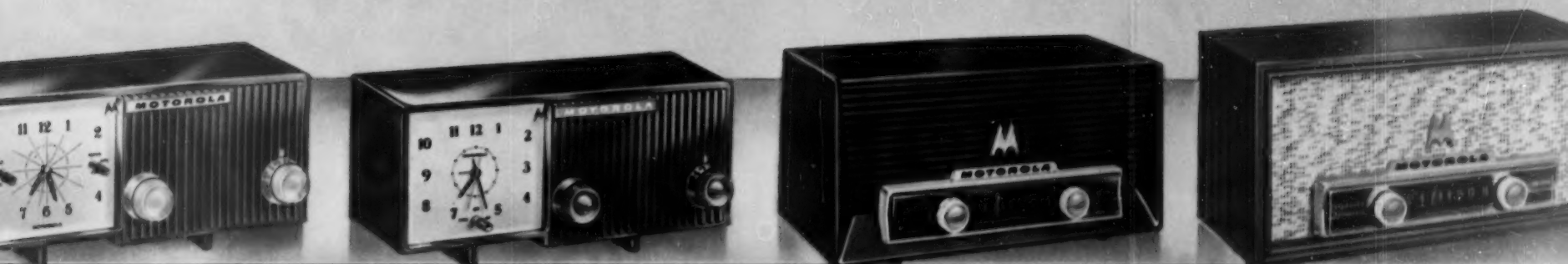
Concentrated Power chassis, Parker 51 set, removable clock-radio.

66C 5 tubes plus rectifier, phono jack, tone control, polystyrene cabinet. Also in Ivory.

56CC Automatic calendar, Vernier tuning, stylish cabinet. Also in Antique White.

56CD Vernier tuning, luminous bands, 4 tubes plus rectifier. Also in Antique White, Pink, Mahogany.

six fit-anywhere table radios



Lowest priced model with all automatic features in Mint Green, White, Mahogany.

56CE Telechron timer, Golden Voice speaker, 4 tubes plus rectifier. New low price.

66X Top Golden Voice radio. Two speakers, tone control, 5 tubes plus rectifier. Also in Ivory.

56W Wood cabinet, phono jack, illuminated dials, 4 tubes plus rectifier. Also in Lined Oak.

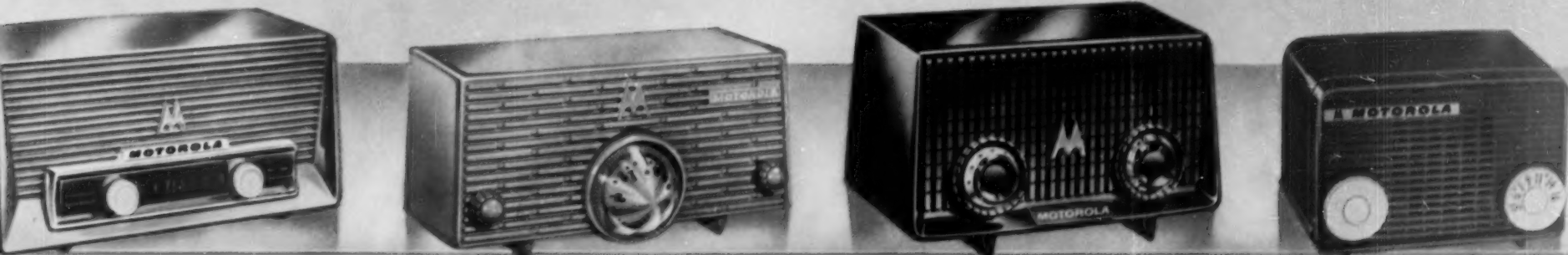
each with a specific customer in mind.

Concentrated Power Chassis, Slide Rule Dial, automatic volume control. Also in Ivory, Mahogany.

56H Vernier tuning, PLAcir chassis. Also in Mint Green, Mahogany, Antique White.

56R Golden Voice Speaker, Shockproof Interlock. Also in Red, White, Mint Green.

56A Small in size, mighty in tone. 4 tubes plus rectifier. Also in White, Green, Ebony.



MOTOROLA SOUND SYSTEM is an acoustically engineered balance of cabinet, speaker and electronic components that reproduce a richer, full-bodied sound. Found in all Motorola Golden Voice radios and phonographs as the richest sound this side of a recording studio.

MOTOROLA RADIO CABINETS are made of a new cabinet plastic with a far greater resonance characteristic that assures a finer tone. Resists impacts. Brilliant colors are molded in—not painted on—and won't fade or wear, seldom even scratch.

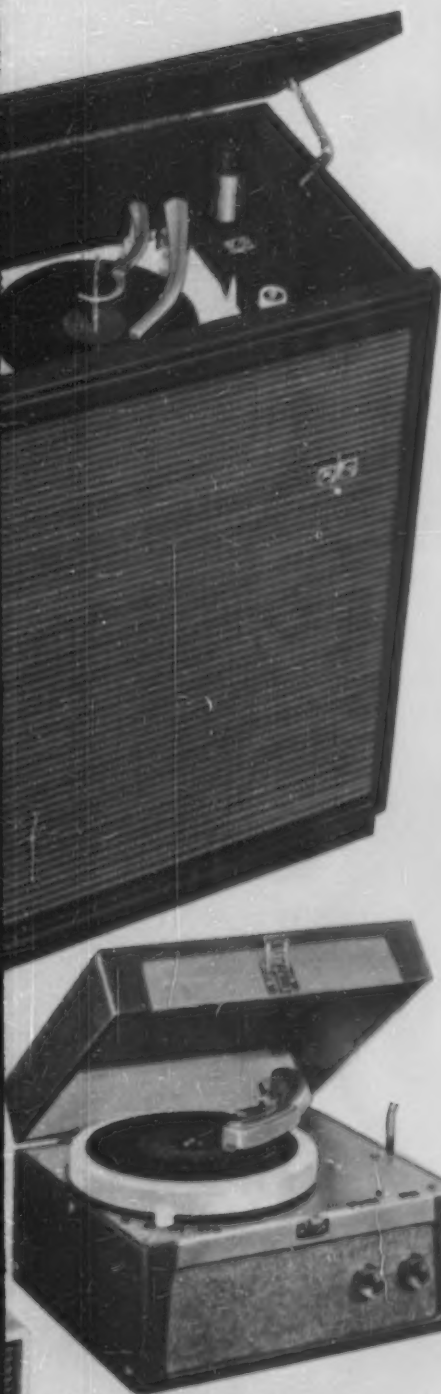
shelves—**MOTOROLA RADIOS AND PHONOGRAPHS**

MOTOROLA Golden Voice® Radios, P

area in radio-phonograph merchandising!

Each model in each series is engineered for the type of customer—with styling, features, and price—are going to close more sales, more customers.

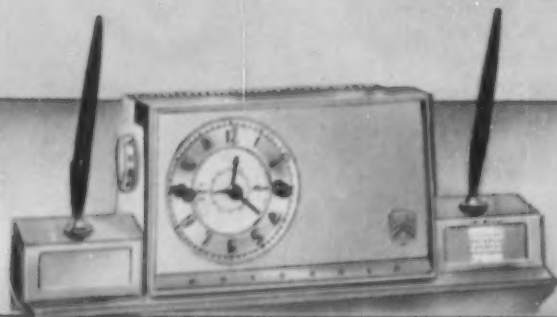
S-



Meppet portable—Separate tone and volume controls... twin stylus... 3-speed one-knob changer control... extra large cabinet and speaker. Also in Red with Tweed.

Playmate radio-phonograph—Sells for under \$50! Separate tone and volume controls... complete Golden Voice radio. Also available in Red with Tweed.

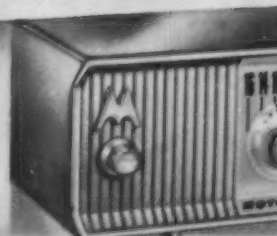
Six do-everything clock



VIP Concentrated Power chassis, Parker 51 set, calendar, removable clock-radio.

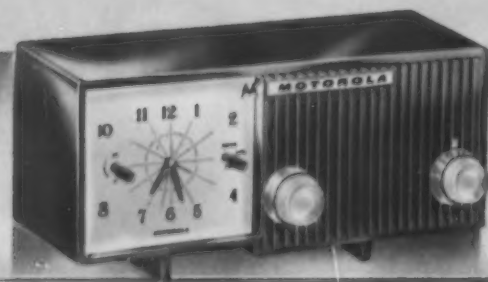


66C 5 tubes plus rectifier, phono jack, tone control, polystyrene cabinet. Also in Ivory.



56CC Automatic calendar, Vernier tuning, polystyrene cabinet. Also in Antique White.

six fit-anywhere table



56CS Lowest priced model with all automatic extras. Also in Mint Green, White, Mahogany.



56CE Telechron timer, Golden Voice speaker, 4 tubes plus rectifier. New low price.



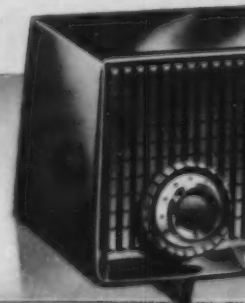
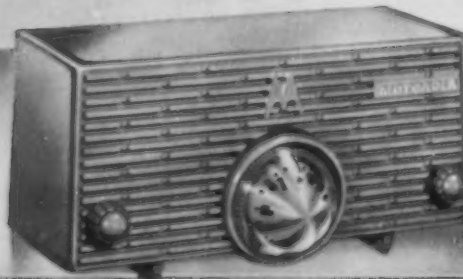
66X Top Golden Voice radio. Vernier tuning, tone control, 5 tubes plus rectifier.

each with a specific custom

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56H Vernier tuning, PLAcir chassis. Also in Mint Green, Mahogany, Antique White.

56R Golden Voice Speaker, Slide Rule Dial. Also in Red, White, Mint Green.



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MOTOROLA RADIO CABINET resonance characteristic that is molded in—not painted on—acoustic

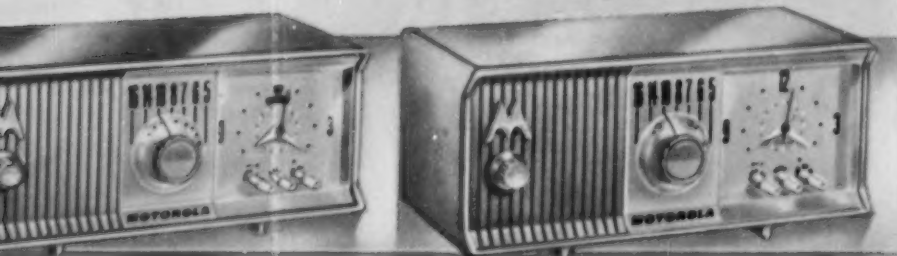
move right off your shelves—**MOTOROLA RADIOS AND**

s, Phonographs, Hi-Fi Sets for '56

es is engineered to appeal to a specific styling, feature and price advantages that sales, more quickly.

Look 'em over—then talk 'em over with your distributor. Model for model, price for price, Motorola offers you the most competitive and sellable radio-phonograph line of the year.

lock radios,



atic calendar, Vernier tuning, stylish in Antique White.

56CD Vernier tuning, luminous hands, 4 tubes plus rectifier. Also in Antique White, Pink, Mahogany.

ble radios



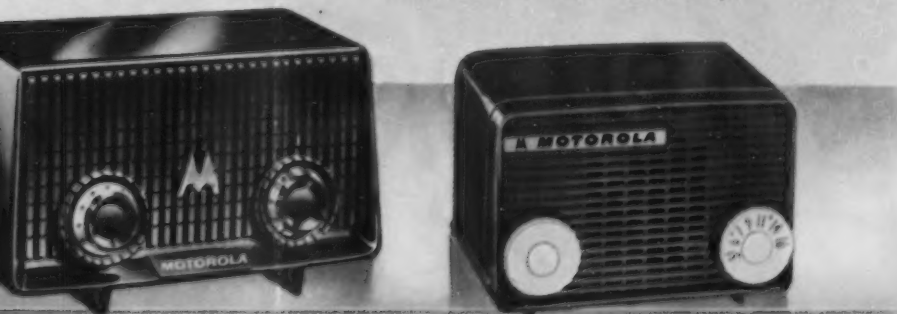
Golden Voice radio. Two speakers, tone tubes plus rectifier. Also in Ivory.

56W Wood cabinet, phono jack, illuminated dial, 4 tubes plus rectifier. Also in Limed Oak.

stomer in mind.

n Voice Speaker, Shockproof Interlock. White, Mint Green.

56A Small in size, mighty in tone. 4 tubes plus rectifier. Also in White, Green, Ebony.



RADIO CABINETS are made of a new cabinet plastic with a far greater characteristic that assures a finer tone. Resists impacts. Brilliant colors are not painted on—and won't fade or wear, seldom even scratch.

America's No. 1 Sellers in portable radios



NOW IN NEW TWO-TONE COSTUME COLORS

Shatterproof all-steel cabinets—50% more powerful batteries

Caribbean, deluxe Roto-tenna portable now available in two-tone Charcoal and White, solid Charcoal, solid White or Suntan.

The popular favorite, **Citation**, now available in two-tone Pink and Charcoal, solid Charcoal, Green, Red or Blue at same popular price!



Spectator, lowest price Roto-tenna portable in Taupe with Chocolate Brown Roto-tenna handle.



Pocket-sized Pixie, the world's most powerful pocket portable, now available in solid Ebony, Sand, and Turquoise. Earphone jack.

Super-powered Diplomat portable with big Scan-O-Scope loop antenna in the lid. Outpulls, outperforms all other 6-tube portables! Ebony or Suntan.

Specifications subject to change without notice.

AND PHONOGRAPHS

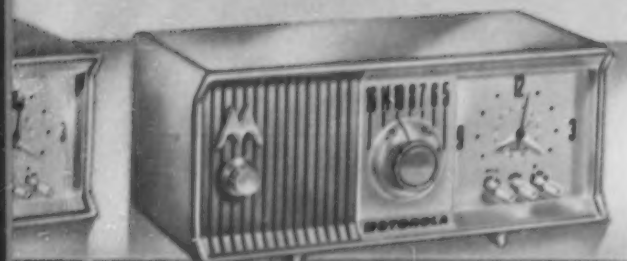
from the world's largest exclusive electronics manufacturer.

onographs, Hi-Fi Sets for '56

appeal to a specific
price advantages that

Look 'em over—then talk 'em over with your distributor. Model
for model, price for price, Motorola offers you the most com-
petitive and *sellable* radio-phonograph line of the year.

dios,



ylisk

56CD Vernier tuning, luminous bands, 4 tubes plus rectifier. Also in Antique White, Pink, Mahogany.

ios



tone

56W Wood cabinet, phono jack, illuminated dial, 4 tubes plus rectifier. Also in Limed Oak.

in mind.

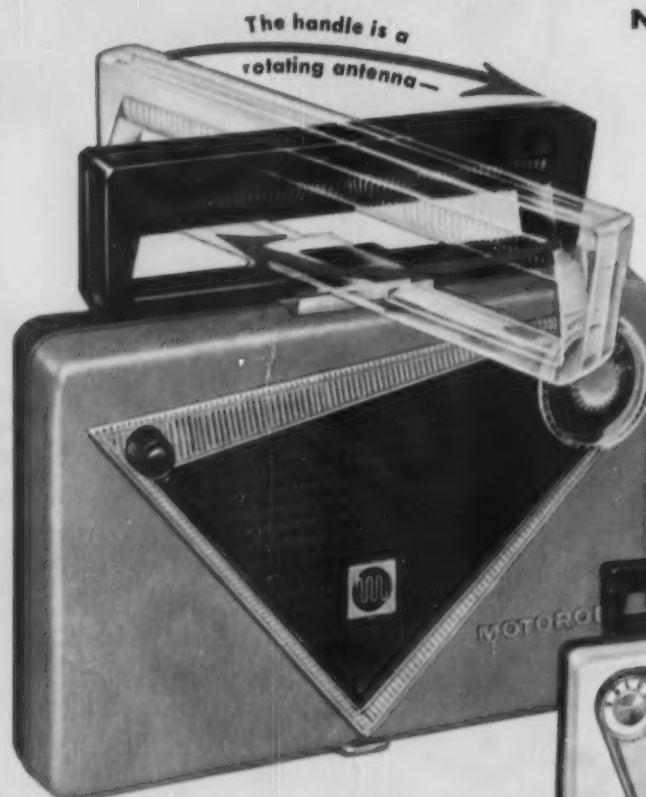
erlock.

56A Small in size, mighty in tone. 4 tubes plus rectifier. Also in White, Green, Ebony.



A new cabinet plastic with a far greater
tone. Resists impacts. Brilliant colors are
for wear, seldom even scratch.

America's No. 1 Sellers in portable radios



The handle is a
rotating antenna—

**NOW IN NEW
TWO-TONE
COSTUME
COLORS**

Shatterproof
all-steel cabinets—
50% more powerful
batteries

Caribbean, deluxe
Roto-tenna portable
now available in two-
tone Charcoal and
White, solid Charcoal,
solid White or Suntan.

The popular favorite, **Citation**, now avail-
able in two-tone Pink and Charcoal, solid
Charcoal, Green, Red or Blue at same pop-
ular price!



Spectator, lowest price
Roto-tenna portable in
Taupe with Chocolate
Brown Roto-tenna
handle.

Pocket-sized Pixie, the world's most powerful
pocket portable, now available in solid Ebony,
Sant, and Turquoise. Earphone jack.

Super-powered Diplomat portable with big
Scan-O-Scope loop antenna in the lid. Outpulls,
outperforms all other 6-tube portables! Ebony
or Suntan.

Specifications subject to change without notice.

PHONOGRAPHS

from the world's largest exclusive electronics manufacturer.

Williamsburg **FOOD WARMERS** ELECTRIC

**AMERICA'S LEADING RETAILERS HAVE
ADVERTISED THEM BY A MARGIN OF
30 to 1 OVER ALL OTHER BRANDS!**



HERE ARE SOME OF THEM

**RICH'S
GIMBEL'S
THE MAY CO.
WANAMAKER'S**

**MACY'S
MARSHALL FIELD
FREDERICK & NELSON
JORDAN MARSH
THE WHITE HOUSE**

**ELECTRIC (TRIVET)
FOOD WARMER
\$2.98
\$3.66 WITH CORD**

Only ITEMS THAT SELL

RATE THIS VOLUME OF ADVERTISING

Retailers only advertise a product that's successful. With 16 manufacturers in the field, Williamsburg had 90% of the retail advertising lineage, according to A.C.B., America's leading advertising research organization. **NO OTHER PRODUCT EVER SCORED** this kind of acceptance. This is a statement of fact . . . the proof is in our file.

*Now—
You'll SELL MORE
with this New* **SALES-TESTED
PACKAGE!**



**MATCHING
ELECTRIC
TRIVET CLOCK
\$6.98
SESSIONS MOVEMENT**

**DON'T
DELAY!**

Don't take our word for it. Ask your neighbor today. Put yourself in how for some real winning!

Williamsburg has a new sales winning package, developed by America's foremost package designer. **HERE'S PROOF!** In May, an off month for food warmer sales . . . *without any newspaper advertising*, this package sold out when all others fell flat. Cash in yourself with this sales compelling package.

LINDAVAP, INC., Ann Arbor, Michigan

LINDAVAP, INC.
Ann Arbor, Michigan

Dept. EM-8

RUSH catalog sheets, price lists, A.C.B. Report.

Name _____

Firm Name _____

Street _____

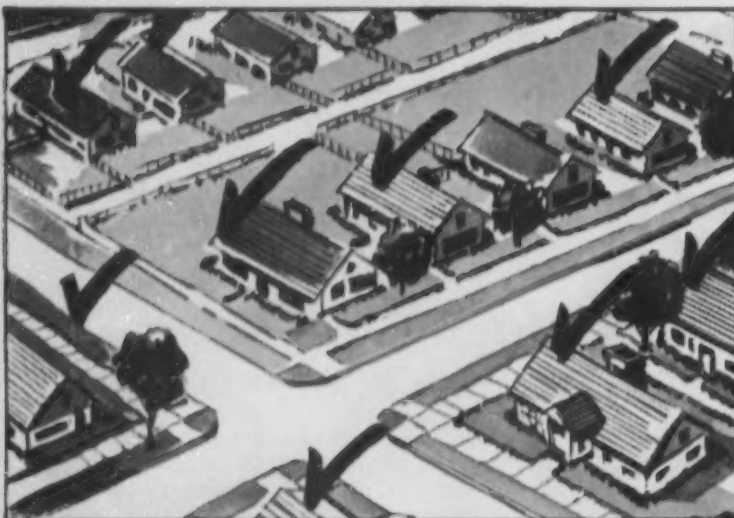
City _____

Zone _____

State _____

To put across your story on THE CHICAGO TRIBUNE POWER NO OTHER

FOUR REASONS WHY TRIBUNE ADVERTISING PAYS OFF BETTER!



1. REACHES MORE PROSPECTS! Your advertising in the Tribune puts your story in the hands of the people who buy the bulk of appliance store products in Chicago and suburbs—hundreds of thousands more families than read any other Chicago newspaper.



2. READ BY BEST PROSPECTS! When Chicagoland families make buying decisions, they rely primarily on the Tribune to give them the information they want. They know it brings them this market's largest selection of home merchandise offers.



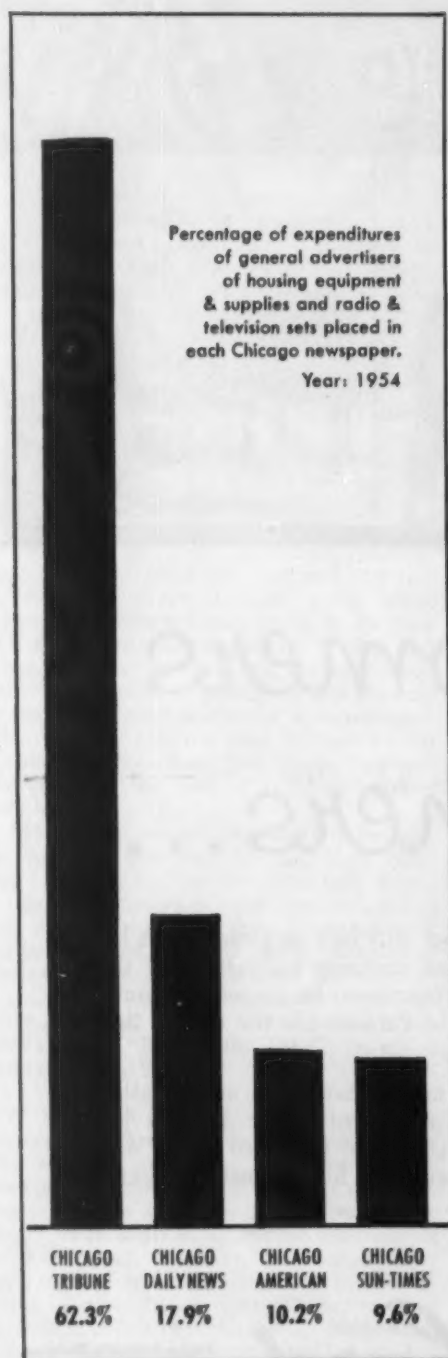
3. PRIME SALESMEN'S AID! A schedule in the Tribune gives your salesmen and your distributor's salesmen a prime point to use with Chicago dealers, who know Tribune advertising is the most powerful brand promotion available in this market.



4. STIMULATES DEALER ACTIVITY! Dealers are quick to capitalize on your Tribune advertising by backing your line aggressively with displays, tie-in advertising and mailings. They know such activities bring them more traffic and pre-sold prospects.

YOU OWN THE STRONGEST CONSUMER FRANCHISE IN CHICAGO . . .

both sides of the counter... SUPPLIES SELLING MEDIUM CAN MATCH!



YOUR advertising gets maximum response on both sides of appliance store counters when you place it in the Chicago Tribune. Action-getting, sales-making influence at every trade level makes the Tribune the No. 1 hard lines medium in this vast market.

How the Tribune leads all other Chicago newspapers in building sales shows up in the advertising record. General advertisers of appliance store products invest more of their budgets in the Tribune than in all other Chicago newspapers combined.

The greatest returns from your advertising in the Tribune come when you base it on a Tribune consumer-franchise plan. We will be pleased to help you set up such a plan that will help you make every dollar of your Chicago promotion investment more productive.

We have case histories which show how dozens of manufacturers have used a Tribune consumer-franchise plan successfully. Get the full story from a Tribune representative.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago
A. W. Dreier
1333 Tribune Tower
Superior 7-0100

New York City
E. P. Struhsacker
220 E. 42nd St.
Murray Hill 2-3033

Detroit
W. E. Bates
Penobscot Bldg.
WWoodward 2-8422

San Francisco
Fitzpatrick Associates
155 Montgomery St.
GArfield 1-7946

Los Angeles
Fitzpatrick Associates
3460 Wilshire Blvd.
DUnkirk 5-3557

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

WHEN YOU BUILD IT WITH ADVERTISING IN THE CHICAGO TRIBUNE!

ELECTRICAL MERCHANDISING—AUGUST, 1955

PAGE 27



Satisfied Customers sell new customers...



Look at this man. He's telling a neighbor why he's so pleased with his motor driven appliances. He—a satisfied customer—is just about the best salesman a product can have! One *big* reason for his satisfaction—even though he may not know it—is the Packard Electric motors that power his appliances.

Packard fractional horsepower electric motors have been making satisfied customers for 38 years—because a Packard motor does its job longer, quieter, with less maintenance cost. The appliance maker who standardizes on Packard Electric motors gives his product that extra touch of dependability that builds sales.

product of



General Motors

Packard
REG. U.S. PAT. OFF.
TRADE MARK

Packard Electric Division,
General Motors,
Warren, Ohio

Mort Farr Says . . .

Color TV Will Go This Fall



COLOR Television will really get off the ground this fall and alert dealers who can sell will start making a profit from the sale of sets beginning in September.

But there may be greater danger in the complacency with which many dealers face the coming start of color television than there was in the panic with which they faced it a short time ago.

It is true that only a handful of sets have been sold and some of the industries' predictions for sales have not materialized but some of the blame may be placed on the apathy of the dealer to realize how wonderful color TV is now and to recognize its potential.

It is safe to assume that a minimum of 30,000 color sets will be sold to the public this fall and it doesn't take a genius to figure that this will be more profitable to all concerned than the sale of 180,000 17-inch table models.

THE FIRST MARKET. What makes me think this is not another false start? First, the color programs will be more numerous and they will be better. You may definitely expect the World Series and some big football games to be televised in color this year and this will please the sport fans and excite the tavern owners who attracted large audiences to their bars when sports were first shown in black and white. Go after the clubs and taverns and sell them on the value of having the first showing of the World Series in color for their customers. This will also advertise color to your regular customers just as those first sets in bars sold the public on the value of a TV set in their own home.

Most of the favorite programs will be done at least once next year in color. Both NBC and CBS have signified their intention of continuing the showing of color spectacles that will probably run about three hours per week for each network. NBC has recently announced the expenditure of \$200,000 for the rights to "A Constant Husband", a British color film production, and later for the Alexander Korda production of "Richard the Third", for which they are paying \$500,000.

NOW WE CAN PROFIT. In addition to the step up in programming there is much evidence that we are entering the profit stage in the merchandising of color TV. To date, there has been little investment on the part of the dealer aside from an occasional floor sample of a color set. However, the manufacturers have invested millions of dollars in the development of color. RCA reportedly has invested 50-million dollars in it. So it was notable when General Sarnoff, in addressing stockholders during May, stated that he expects his company

to make more money out of the sale of color TV sets in 1956 than he does on the sale of black and white receivers. This is a significant statement and is backed up by the expansion of the color TV tube facilities in the company's Lancaster plant where during the past year over seven-million dollars was spent for tooling up exclusively for the production of color tubes, and where the capacity for producing them shortly will be around 1000 tubes per day. This should give dealers the confidence that now is the time to make an investment in merchandise and equipment and to get ready to promote the sale of color sets. In addition to the RCA sets already announced at least 10 of the major manufacturers will have 21-inch color sets ready for delivery this fall.

Contrary to conditions at the start of black and white broadcasting when three markets received all of the limited production of receivers because they were the only markets where a station was located, color network programming will be available to practically every market in the country simultaneously.

FIRST: SELL YOURSELF. What should the retailer do to cash in on this market? He must BELIEVE. A dealer who is not convinced that this is the greatest bonanza to hit our industry should first sell himself that color TV is technically sound. It is my honest belief that some of the receivers now on the market will be recognized in years to come as the finest chassis ever built for color reception, just as the old 630 is now the standard for comparison of TV chassis in black and white. The main improvements will come in broadcasting and programming just as they did in black and white.

Get a set into your own home and watch for the next program. Tune the color set then tune the same program on a black and white receiver. You will be inevitably attracted to your color picture. Your old set will look flat and dull, completely lacking in the extra added life which color imparts.

After selling yourself on the possibilities of the reality which this new dimension brings to TV you must start to educate your salesmen and your servicemen so that they may believe and bring the story enthusiastically to your customers.

TELL YOUR CUSTOMERS. Start right now to let your customers know you are headquarters for color TV. At the present time, mass demonstrations are not as effective as private showings to a few well selected, qualified prospects. Select from your list of customers the

kind of people who purchased your first high-priced black and white sets, those folks who can afford a Cadillac or who own a boat or live in a \$25,000 home.

Let us assume that we have only a one percent market. Even if we only aim for one out of 100 of the 36-million who now own a black and white receiver, we would have a market for 3,600,000 sets and that is more than the industry will produce for the next two years. From then on we can count on annual sales of approximately six-million sets and it won't be many years before we will be stretching our facilities to keep up with demand.

INSTALLATION IS IMPORTANT. We may expect to spend the best part of a half day for two men making a good installation. We should put up a new efficient antenna and here it might be well if the industry adopted a distinctive type either in construction or color so that the public would recognize a color set owner by glancing at his antenna. Just as the automobile industry has prospered because the car is out where the neighbor can see it, perhaps we can cash in on the custom of the American people to "keep up with the Jones". Once their neighbors have a set it will not be too long before they too want one.

Color TV will mean more complicated service after the sale as we must remember that color sets have: up to 50 percent more tubes; up to 100 percent more circuits; up to 100 percent more parts; four times the alignment adjustments. To do this job correctly, we will need the usual tools and at least a volt-ohm-milliammeter, a dot generator and a color signal simulator. This means the training of color specialists and this training, if it has not already begun should start right now as only the most advanced of black-and-white servicemen will be able to learn color initially. Training courses are available.

COLOR IS THE MAGIC WORD FOR 1955.

We have new opportunities for sale of color appliances and color finishes in black and white receivers for various rooms. Color TV will help promote the sale of these products and we have the good fortune in having the opportunity the sale of color sets offers of attaining volume and activity heights beyond the best of the past. Some of us retailers rode the television escalator to greater importance in our industry than we could possibly have attained otherwise. I expect as many to benefit similarly from color television. Much of that future success depends on the intelligence and energy with which you plan for it today.

For an answer to last month's column on pay TV—turn to page 31.

NOW

Northern

AUTOMATIC

electric blankets

NYLON

Nylon bound to last the life of the blanket

Nylon blended to provide beauty, softness and long wear



Gift Packaged

Guaranteed 2 Years!



Guaranteed by Good Housekeeping
If not as advertised, return for replacement or refund of money.

The Blanket with MORE Features, MORE Eye-Appeal, MORE Quality... for MORE SALES!

Sell NORTHERN... the "carriage trade" electric blanket... and know you sell the finest!

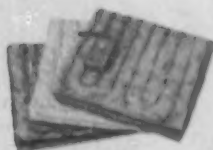
- ★ NEW NYLON BINDING — for long wear and beauty
- ★ NEW NYLON BLEND — for luxurious, lasting comfort
- ★ NEW GIFT PACKAGE — for the deluxe gift... perfect storage
- ★ NEW PRE-SHRUNK, CUSTOM DYED PROCESSING — for lasting fit
- ★ NEW BEDSIDE VISION CONTROL — created by Palma-Knapp

Gift Packaged... Nationally Advertised

A luxury blanket beautifully packaged, nationally advertised and guaranteed by Good Housekeeping... is the story behind greater NORTHERN sales and profits this season for NORTHERN dealers. 3 models, 5 colors. Clock control also available.

Write for full information.

OTHER PRODUCTS



Portable Bed Covering
A light weight, automatic electric bed covering made in 3 shades of fine sheeting material. Both dual and single control models come in handy overnight bag.



Electric Heating Pads
No better heating pads at any price! More than 11,000,000 bought by satisfied users. Every pad Underwriters' Approved and guaranteed by Good Housekeeping. Choice of 5 models.



More than 43 Years Experience Manufacturing Electric Pads and Blankets

It's CRESTWOOD for Promotions!



Only CRESTWOOD offers you a promotionally priced, display-packaged electric blanket with list prices starting at \$22.95, including excise. Guaranteed by Good Housekeeping.

Northern Electric Company • 5224 N. Kedzie Ave., Chicago 25, Illinois

Mort Farr says . . . "Subscription TV will hurt the dealer"

Subscription TV Will Help Sell Sets

• In his column last month Mort Farr attacked toll TV because, he said, it would cost too much, would confuse the public, and might take set sales away from dealers

• Quite naturally Zenith—and other proponents of pay TV—disagreed

• Dealers will have to make up their own minds. To do it intelligently they will need both sides of the story. Here is Zenith's, as prepared by

Leonard Truesdell

Vice-President and Director of Sales, Zenith Radio Corp.

LAST month ELECTRICAL MERCHANDISING ran a piece by Mort Farr setting forth some of his ideas about subscription television (EM, July p. 11).

One of the great things about this great country is that a man can stand up that way and speak his mind and another great thing about the country is that I can stand up and say that I think Mort is wrong.

It is a fact that many dealers welcome the idea of subscription TV and have given it their active support. Sol Polk of Chicago, one of the most important appliance dealers in the nation, last May 12 wrote to the FCC backing this new kind of program service and more than a thousand other dealers have taken similar action.

MORE SALES, MORE SERVICE. I regard subscription TV as offering the best prospect for improving the set business that dealers have had since the end of the freeze. It's as simple as this—people buy TV sets primarily because they are going to see programs. The more exciting or interesting the programs are, the more people will want to buy sets. Subscription television will bring programs that far surpass the usual variety of programs that sponsors can afford. That means more set business for appliance dealers. It means more service business, and it means more people will be replacing old small-screen sets with new ones to see a bigger and better picture.

From a dealer's standpoint that means money in the till. And I'm not only talking about dealers who are making a good thing out of television sales now. I'm also talking about dealers in fringe areas and appliance stores in places that do not now have any television at

all. Here's why: With advertising support alone there are only a few more than 400 stations now on the air. New applications for stations have almost stopped and more than 10 percent of stations that got going after the freeze have already had to leave the air; but with subscription fees to help foot the station bill, more stations can be built and more people are going to be in a primary signal area. They're going to need sets, aren't they?

We hear claims that subscription television would take over free programs now on the air. I don't think that the public would be willing to pay for the present type and quality of TV programs; otherwise "I Love Lucy" would have been taken over by theater TV long ago. A subscription TV company would go broke if it tried to collect for much of the current top-rated commercial programming.

TOLL TV HAS SAFEGUARDS. There's one big point that opponents of the idea overlook, perhaps deliberately so, because it makes hash out of their argument. There are three solid safeguards for the viewer in Zenith's recommendations to the FCC. These safeguards guarantee (1) that a viewer will have a continuing supply of the kind of programs he now gets for free, (2) that at least 85 percent of a station's time will be used for these free programs, and (3) that the programs to be offered in a subscription service be box office attractions of the kind he will be willing to pay for.

Mort made use of Frank Stanton's catch phrase about "half fee-half free" before analyzing it closely. Like other catch phrases, this one was designed to catch people somewhat short of a full explanation. It fails to take into account Zenith's proposal to the FCC. It also fails to take into account numerous familiar examples of free operations existing side-by-side with fee operations and both types doing well. For instance, how about toll roads which provide a motorist with an expressway for a fee but do nothing to interfere with his choice of a free highway? Or how about free public libraries which offer a reader the option of free reading but interfere in no way with his purchase of a book at a book store?

TOLL TV WON'T COST TOO MUCH. The public will pay willingly for any service that offers better features, greater efficiency of distribution, and greater convenience than existing services. Subscription TV does all of that.

There has been a lot of loose talk about the vast sums of money that the public is going to have to spend for decoders, installations, programs, and whatnot. Most of this mathematical gibberish is based on the assumption that all television time is going to be subscription television time and that all TV set owners are going to be subscribers.

The first assumption is taken care of in Zenith's proposal; but even if it weren't, there's an automatic limitation enforced by the number of real box office attractions available in the course of a year which people will be willing to pay for. As to the second part of it, nobody is going to stand over the set owner and insist that he's got to take a subscription service if he doesn't want to. There are a lot of people who would be willing to pay something for top quality feature programs. And there are a lot of people who wouldn't spend a nickel beyond the original cost of the set.

THE VIEWER GETS AN OPTION. Instead of placing a restriction on the viewer, subscription TV provides him with an additional option in the choice of programs. It's the kind of an option that will sell a lot of new TV sets.

A lot of talk about the supposed costs of decoders fails to consider the fact that the people who are promoting subscription TV are businessmen and have a businessman's regard for not pricing products beyond the reach of the consumer.

I note that Mort makes a point of the service problem. As a dealer he ought to know this company's traditional policy of insisting that set servicing is a job for the local dealer or service organization. Our decoders are designed with a built-in switch that tells a serviceman immediately whether the service problem lies in the set or in the decoder. If the trouble is in the set, that's a problem for the service organization of the set owner's choice. If the trouble lies with the decoder, it's a problem for the local subscription TV franchise company.

I have saved for last some comment on Mort's amazing statement that "Every dollar a low income family spends for toll TV is a dollar that won't be spent for an appliance". That's like saying that every dollar the family spends on food or clothing or church or taxes or chewing gum is a dollar that won't be spent for an appliance. If Mort had said that the toll TV dollar was one that wouldn't be spent at a movie house or a stadium or some other place of recreation, he might have been somewhere near the truth. The arrival of subscription television is not going to change family spending habits in any significant way. They're still going to want and buy washing machines and dryers and electric irons and new TV sets, although there may be some change in the direction of their spending for recreation.

THE THEATERS HATE TV. Most of Mort's arguments came originally from the motion picture theater owners and that ought to be enough of a tip-off for any dealer. The theaters have opposed television from the beginning. They are the people who have taken the heavyweight championship fights off home TV screens and they have been reported recently to be dickering for future world series' games for theater TV. They are against any kind of home television. It happens that they are fighting the subscription kind a little harder than the so-called free kind. No dealer should be taken in by the theater arguments. The only thing free about commercial television is the publicly owned channels which stations and networks receive free from the government. Advertisers who use these channels for programs are now being charged at the rate of about a billion dollars a year.

Contrary to Mort's prediction, subscription TV isn't going to kill that goose; instead it is very likely to increase the production rate of those golden eggs. **End**

It'll pay you to look at Sentinel!

There's a new look at Sentinel inside and out. Completely restyled and re-engineered, Sentinel has gone all out on quality. It's America's number one quality set priced for volume sales.

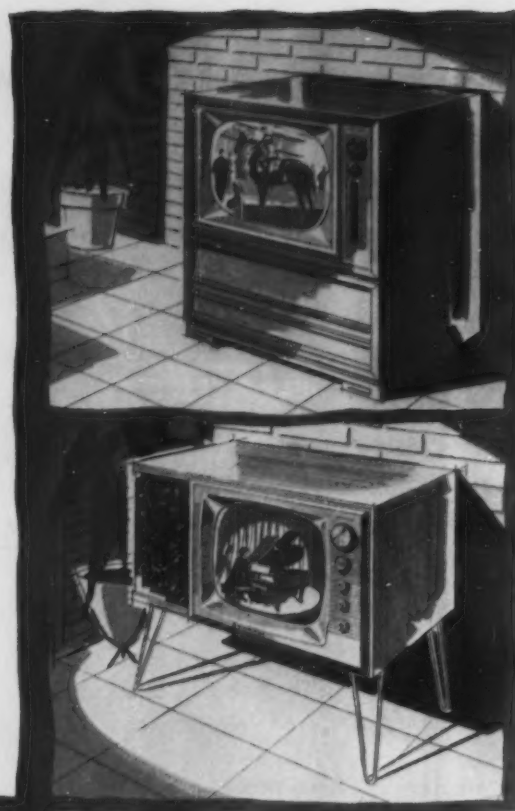
And Sentinel's rich new quality appeal is backed by dynamite advertising. Your customer will be told to "Pay a little more for a lot more quality." So you can expect more profits on every Sentinel sale.

Call your Sentinel distributor and learn the facts about selling the profit-building quality line.

Be sure to ask about the sensational Sentinel remote control TV Unit!

Sentinel TV

First for Quality



HI-FIDELITY
RADIO
PHONOGRAPHS
PORTABLES
TELEVISION

Sentinel Radio Corporation, Evanston, Ill.



Sentinel TV Remote Control

FIRST fully automatic, fully remote TV control

Automatically changes channel, volume, brightness, fine tuning and "on-off" controls. Switches from TV speaker to personal speaker in remote control unit!

Turn this page

to see



an

exciting **NEW**

product by—



**GENERAL
ELECTRIC**



G.E. brings you an entirely new and di



YOU NEVER HAVE TO LIFT IT! You've already seen cleaners that roll, but never before one that would roll up and down stairs like this new G-E "Roll-easy" Vacuum Cleaner. It follows you effortlessly all

through the house. Its revolutionary new design lets you roll it over door sills and scatter rugs with no trouble at all. This amazing new cleaner is easy to store, too. You just roll it away til next cleaning day.

no different kind of vacuum cleaner!

It rolls anywhere easily—even up and down stairs!

Say goodbye to all of your old ideas about how to clean a house!

G.E.'s amazingly efficient new "Roll-easy" cleaner makes house cleaning easier to do than ever before. It rolls anywhere easily—even up and down stairs—on its smooth-running 12-inch wheels.

It's powered to clean every inch of every room efficiently, quickly and easily. And because its "Throw-Away" Bag is extra-large, you have to replace it only a few times a year.

It's the most efficient cleaner ever made—gets all the dirt in a way no other cleaner can. And it does it all so easily and quickly that you'll end your cleaning day much fresher, too!

So, roll away your house cleaning blues. Visit your nearby G-E dealer and see this amazing new kind of vacuum cleaner in action.



ROLL-EASY VACUUM CLEANER

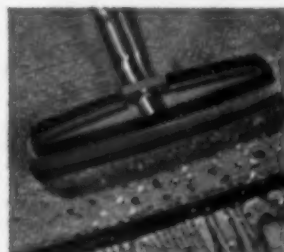
*Manufacturer's recommended retail or Fair Trade price. Vacuum Cleaner Department, Small Appliance Division, General Electric Company, Bridgeport 2, Connecticut.



IT'S EASY TO LOOK AT TOO! G.E.'s new "Roll-easy" vacuum cleaner is smartly styled in turquoise and copper by Freda Diamond, noted fashion-color authority. And included in its new low price is a complete set of easy-to-use, color-matched attachments. In every way, it's a beautiful buy!

\$79⁹⁵*
Only

Only General Electric offers you this amazing attachment!



IT CLEANS RUGS!



IT TURNS ITSELF OVER!



IT CLEANS FLOORS!

Progress Is Our Most Important Product

GENERAL  ELECTRIC

G-E is really rolling!

with two great vacuum cleaners in the line!

The revolutionary new Model R-1

The sensationally popular Model C-3

Both of these G-E gems feature the exclusive 2-in-1 floor and rug tool—and they're the only vacuum cleaners in the world color-styled by Freda Diamond, famous color authority.

G-E is really rolling!

with a big wide lead in consumer preference!

G-E outspends competition 2 to 1 in national advertising

On big-time evening TV:

New this fall: On CBS—every other Wednesday, 10 to 11 p.m.—G-E and Twentieth Century Fox will present new films with big stars . . . big stories!

In national magazines:

Big, exciting full-color ads in *Saturday Evening Post*, *Ladies' Home Journal*, *Successful Farming* and *Sunset*! Plus *This Week*, *Parade* and Sunday Supplements in 69 key markets.

G-E is really rolling!

with a "personalized" promotion plan!

A complete display program for your store!

A liberal cooperative advertising allowance to support your own ad program!

PLUS a chance to go on a romantic, exciting Caribbean Cruise . . . an all-expense-paid winter vacation for you and your wife!

CALL YOUR G-E DISTRIBUTOR NOW!

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Temperature Control of Top Surface Cooking Smash Sales Hit of '55

Every Woman Wants It! Greatest Traffic-builder Ever!

You're way ahead in electric range selling with this year's models — ahead in sales features that are making new sales records everywhere. Range manufacturers are giving you *more to sell — more to demonstrate — more to ring up sales and profits!* Top of selling "hit parade" is the new, top-element control that senses the temperature of cooking foods, controls heat to end once and for all the mess of burned foods, boil-overs and charred utensils.

Robertshaw® ELECTRIC "THERMAL EYE" Top-Element Control Prevents Over-Cooking, Protects Utensils!

Heart of this news-making development is the automatic sensing device located in the center of top elements. It "takes the temperature" of cooking foods automatically — prevents over-cooking, saves work — no more scorched utensils. Sold to range manufacturers under the name "Thermal Eye", you'll find this marvelous "built-in brain" on many of the new electric ranges — designed and engineered to the highest standard of quality by Robertshaw-Fulton, leading manufacturer of controls for appliances.



Robertshaw® **THERMAL EYE**® by
TOP-ELEMENT CONTROL



Robertshaw-Fulton
CONTROLS COMPANY

Robertshaw Thermostat Division • Youngwood, Pennsylvania
Robertshaw-Fulton Controls (Canada) Ltd., Toronto

GET THIS PERMANENT



and



Here's How You Get This Beautiful Display FREE on

#1375 DISPLAY PROFIT BUILDER

Double Your Money! You Get 1 #B16 Powermatic Toaster at Special Cost of Only \$13.75 (50% off) . . . Plus Permanent Toaster Display . . . with Your Order for 2 #A6, 2 #B18, 1 #B16, and 1 #C4 Toasters. A Total of 7 Pieces.

EXAMPLE

Quan.	Model	List	Dealer Cost
1	B16	\$ 27.50	\$ 13.75
2	A6	35.00	22.04
2	B18	45.00	28.36
1	B16	27.50	17.32
1	C4	39.50	24.87
1	Display	9.75	FREE
		<u>\$184.25</u>	<u>\$106.34</u>

You Get FREE

Permanent Golden-Slice Toaster Display

You make

\$13.75 Profit (50%) on B16 Toaster at Special Cost

You Make

\$3.57 Extra Profit on B16 Toaster at Special Cost

LIMIT

Not More Than 1 Display Profit-BUILDER to Each Retail Outlet

TOASTMASTER PRODUCTS DIVISION

McGraw Electric Company, Elgin, Ill.

TOASTMASTER DISPLAY FREE!

Your choice of gold or silver...
Extra Profit, Too!

Here's a Real Sales-BUILDER—a silent salesman to help you sell more Toastmaster toasters. This jewel-like presentation display is a permanent merchandiser with the quality construction and appearance worthy of the fine products it promotes.

It's made by an ingenious process of mirror silvering and vacuum metalized molding of rich gold or silver plastic over a sturdy base of Masonite and wood. Its gleaming gold or sparkling silver is tarnish-resistant, durable, and easy to keep clean. 25" wide, 16 $\frac{1}{4}$ " high, 15 $\frac{1}{2}$ " deep.

This beautiful permanent Toastmaster display allows you to give your customers a selection of the finest automatic toasters in the market—the *only* line that offers one-, two-, and three-slice toasters, priced from \$17.50 to \$39.50.

Sells more toasters—helps you trade-up to greater toaster profits.

Profit-builder offers good only until Aug. 31 or may be withdrawn earlier at our option

"TOASTMASTER" and "TOAST 'N JAM" are registered trademarks of McGraw Electric Co., Elgin, Ill., © 1955.

#1125 SIX-PIECE DEALER'S CHOICE PROFIT BUILDER!

**Double Your Money! 50% Profit
on the 1 #B18 Automatic Toaster
You Get at Special Price!**

You Get 1 #B18 Automatic Toaster at Special Cost of Only \$11.25 (50% off) with Your Order for Any 6 Toasters or "Toast 'n Jam"* Sets of Your Choice. A Total of 7 Pieces.

You Make \$11.25 Profit (50%) on #B18 Toaster at Special Cost.

Limit—Not More Than 6 #1125 Profit-Builders to Each Retail Outlet.

#950 THREE-PIECE DEALER'S CHOICE PROFIT BUILDER!

**You Make \$9.50 Profit
on #B18 Automatic Toaster
at Special Cost**

You Get 1 #B18 Automatic Toaster at Special Cost of Only \$13.00 with Your Order for Any 3 Toasters of Your Choice. A Total of Only 4 Pieces.

You Make \$9.50 Profit on #B18 Toaster at Special Cost.

FREE MERCHANDISING KIT!

Yours free with any Profit-BUILDER offered here. Contains display material, folders, and a wide assortment of sales helps.

Order from your distributor

NOW!

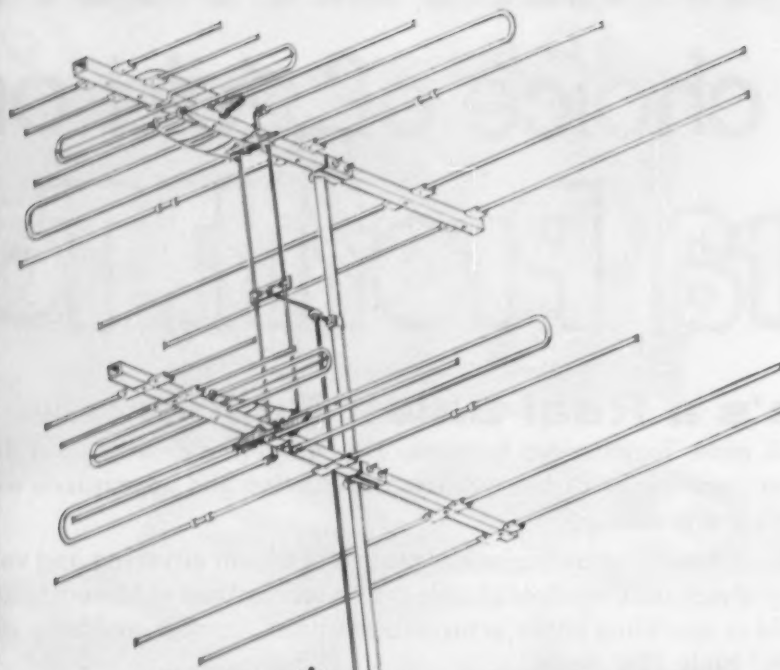
150 field tests have proved to
WARD jobbers:

- * Good VHF picture at as far as 200 miles on several channels
- * Excellent results at 100 miles
- * Good results in areas where no other antenna was able to bring in a picture
- * More compact—25%-75% less stacking distance
- * Channel 2-13 response as much as 40% better than any comparable antenna
- * Unique superior snap-lock bracket
- * Original WARD design all aluminum supplemented spring pressure bracket—eliminates possibility of intermittent contact

TRY ONE—you'll find why the Invader is superseding all fringe and super-fringe antennas.

WARD Model TVS 356 2 bay and stacking harness \$39.95 list

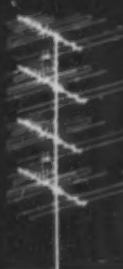
WARD Model TVS 357 4 bay stacking kit (feed harness only) \$3.95



THE INVADER* CONQUERS

sweeps all other fringe and super-fringe antennas before it

an original WARD design



flat type Uni-plane,
Yagi for fringe
area VHF and
primary signal
area UHF.

*Documental testimonials in our files



WARD

Products Corp., Cleveland 15, Ohio

it's **easy** to get into the fabulous
billion dollar
do-it-yourself gift market!



Your Display sells a complete line of **DO-IT-YOURSELF TOOLS**. Literature pocket holds full line stuffers on other Thor SpeedTools. You take the orders... your distributor delivers tools immediately.

here's your deal!

GIFT ASSORTMENT #40

You buy only:

1 #995 Saw attachment \$ 9.95
2 #201J 1/4" SpeedDrills @ 19.95 \$39.90
2 #201JS SpeedDrill Kits @ 34.95 \$69.90

You sell for .. \$119.75

You pay only .. 79.75

You make ...

\$40.00
profit

SpeedWay manufacturing company a division of **THOR Power Tool Co.**

CICERO 50, ILLINOIS

wham!
get a free

da-glo display

free literature—free gift packaging—
free banners with SpeedWay's smashing

APPLIANCE GIFT DEAL!

Get this brilliant fluorescent completely assembled counter display with changeable promotion cards for Xmas, Father's Day, etc.,—absolutely **free**.

In just seconds you will have your own **power tool department**... can cash in on big plus profit power tool sales!

look!



SpeedDrills are Gift Packaged!

Just what you've been asking for...complete with gift card... Ready to put under the Christmas Tree!

CALL YOUR LOCAL ELECTRICAL DISTRIBUTOR NOW! OR CALL
GESCO OR GRAYBAR—National Thor SpeedTool Distributors

Thor

SpeedTools

advertised in Life, Saturday Evening Post,
Living, Popular Mechanics, House Beautiful,
Popular Science, etc., etc.



HOTTER

NEW 1956

**ALL-NEW HOME
NOW BEING SHOWN...**



24

THAN EVER

Whirlpool

LAUNDRY LINE

SEE YOUR DISTRIBUTOR

GLUTTONS for PUNISHMENT

BE *Sure* with



Industrial extension cord sets

for FARM and FACTORY



for all types of Portable Devices used in Construction Work, Manufacturing, Industrial Plants, Agriculture and Shipyards



ALL-RUBBER components built to withstand crushing loads and impacts too severe for less rugged equipment. Both male and female components integral molded-on, waterproof, strain-resistant. Unequaled for yeoman service where the going is ROUGH. 25-, 50- and 100-ft. lengths—16/2, 14/2 and 12/2 type S—both 2- and 3-wire.

Heavy duty extension cord sets



for Washing Machines, Refrigerators, Fans, Electric Lawn Mowers, Hedge Trimmers, Portable Tools, Business Machines and Small Motors



Gluttons for punishment! Husky cords in standard lengths; integral molded-on components. Female connector has double contact blades, insuring perfect connection. Moisture- and strain-proof. 15- to 100-ft. 16/2 and 18/2.

Household cords and cord sets



for long, trouble-free service with Electric Mixers, Toasters, Table Appliances, Vacuum Cleaners, etc.



Sturdy counterparts of the husky CORNISH cord sets used as original equipment by foremost manufacturers. GLUTTONS FOR PUNISHMENT!

CORNISH WIRE COMPANY, Inc.

50 Church Street

New York 7, N. Y.

ECONOMIC CURRENTS

The Incredible Good Year

By the McGraw-Hill Dept. of Economics

AS we move into the summer the outlook for business as a whole is one of very high levels of activity—and, in many cases, record levels. The economy is now producing at a yearly rate of close to \$376 billion in goods and services. This is the highest amount ever reached in our history. And the indications point to continuation near this level for the rest of this year.

Incomes are mounting, too. The current round of wage increases begun in the auto and steel industries will help bring personal income close to \$300 billion by the end of this year. However, wage increases have forced steel prices up. And these higher prices will be passed on to appliance manufacturers.

EVERYTHING THE BEST

Not only personal incomes, but business sales and profits and employment will probably be the highest in the history of the United States. The improvement in profits is so striking that it deserves to be stated in detail. It is generally expected that corporate profits (after taxes) will reach \$21 billion for the full year 1955, 18% more than 1954. About \$11 billion will be paid in dividends, the highest total on record, and one of the highest proportions of net profits to go to stockholders in the postwar period.

In manufacturing alone, total profits for 1955 may be as much as \$13.5 billion, an increase of 20% over 1954. These figures assume that profit margins in the second half-year will be narrowed somewhat by higher costs for labor and raw materials. Currently, manufacturing profits are running even better, with many firms showing gains of 25% to 30% over last year. Moreover, the sales and profit outlook is excellent for almost every manufacturing industry.

APPLIANCE PRODUCTION BOOMS

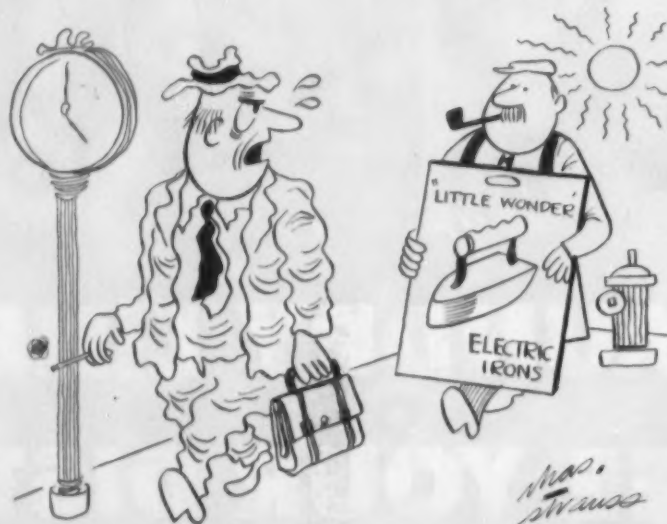
Almost every industry has produced more in the first half of this year than in 1954. Electric appliance production was 20% higher in the first six months of 1955 than in the same period of 1954. Dryers and washers are setting the pace this year. Retail sales of appliances have held up very well despite the tremendous competition from the auto industry for the consumer dollar going to durable goods.

Output of the radio and television industry has held at extremely high levels during the first six months of the year. Nearly seven million radios and 3.7 million TV sets were produced, compared with five million radios and 2.8 million TV sets for the January-June period in 1954. However, TV production schedules are being cut, more than seasonally, because of inventory build-up. As for color TV, it now appears that output of at least one million sets is another two years away.

BIGGEST XMAS EVER

With a new round of substantial wage increases, appliance dealers will find consumers will have more money in their pockets than even before. Competition may be keen, but there's a good market for a good product with a good price. Thus, it is likely that appliance sales and output will continue at relatively high levels for the balance of 1955. It's not too early for appliance dealers to check on stocks for Christmas buying. If consumers remain in their buying frame of mind, Christmas sales ought to top all previous years.

And consumers will continue to spend heavily for new housing. There (Continued on page 56)



"I'LL HAVE YOU KNOW I WAS PERFECTLY IMMACULATE WHEN I LEFT HOME THIS MORNING."

FROM



EXCITING!

NEW!

BIG!

BEAUTIFUL!

the  of Music

PLEASURAMA





PLEASURAMA

GLITTERING NEW GALAXY OF

*Authentic high-fidelity "Fidelis"

Versatile tape-o-matic

* Popular portables

Here's Pleasure for the whole family! Even the youngsters can afford a Voice of Music! And every model from \$22.95 up is the finest in quality for service-free sales and 100% customer satisfaction.

You're selling a complete—but compact—Pleasurama of high fidelity . . . the "ten top feature" tape-o-matic . . . THE popular portables—for quick sales and minimum inventory! Every model, every finish is designed to sell a specific market, guaranteeing fast turn-over and a maximum return on investment. Yes, you can look at the V-M line—with Pleasure! It's truly a *Pleasurama of Profits*. Profits you can count on when you contact your V-M Distributor! Call him—today.

Here's How V-M Backs You Up...Builds Potential Customers for YOU

- With advertising in 130 U.S. key market Sunday Newspapers!
- Through extensive national magazine advertising!
- By offering you colorful permanent display stands . . . in-store promotions—complete with wall, window, counter and floor material . . . hard-sell literature to mail out and hand out . . . colorful catalogs . . . radio announcements, TV and theatre films!
- PLUS many more merchandising aids your V-M distributor can tell you all about! See him—soon!

the **Voice**  of **Music**

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

*Slightly higher in the west.

Fabulous "Fidelis" Table Model

(Walnut shown)
High fidelity 3-speaker system. Model 560 in Blonde or Mahogany at same price. List \$149.50*. Walnut or Ebony finishes slightly higher. Legs and record rack optional.



Versatile V-M tape-o-matic

Has top ten exclusive features. 2-tone gray. Model 700, List \$179.95*. Matching console speaker, List \$46.50*.



Deluxe Portable Phone

Model 1275 has adjustable tone chamber, 4-speeds. 2-tone Brown or Gray. List \$79.95*.



Modern 4-Speed Table Model

Model 1250 with 4" x 6" speaker. Beige and Gold. List \$59.95*. Available, less amplifier, as Model 1225 attachment. List \$49.95*.



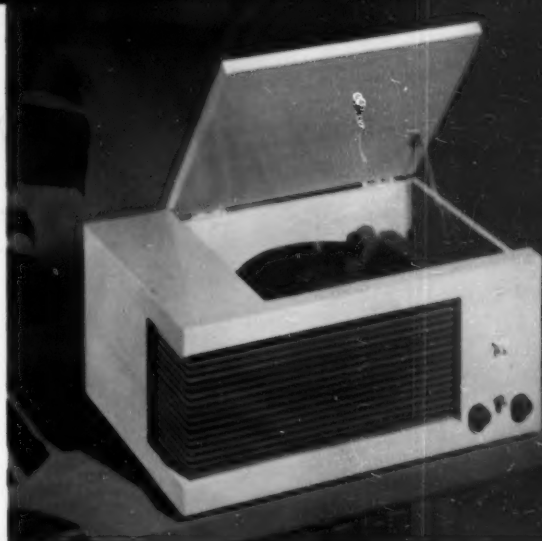
Vers
4-Speed
Model 155
amplifier a
jacks. List

Model 565



**Deluxe 4-Speed
Table Model**
Dual-speaker Model
1285, Blonde or Ma-
hogany. List \$99.50*.
Legs and record rack
optional.

**Dual-Speaker
High Fidelity Portable**
Model 556 with tone-o-matic. List \$119.95*.



Fabulous 'Fidelis' Console

Model 565 has V-M tone-o-matic, 12" and 4" speakers. Choice of Blonde or Mahogany finish at same price. List \$199.95*. Exciting new Walnut, \$204.95*.

**World's Smallest
Automatic
3-Speed Portable**
Model 990 has folded
horn speaker in lid.
List \$59.95*.



Low Cost 3-Speed Changer Attachment
Model 920 features Siesta Switch® appliance outlet. List \$39.95*.



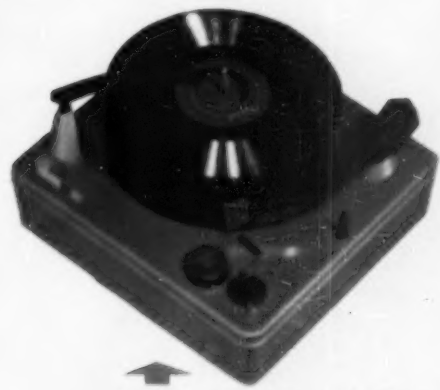
**Versatile
4-Speed Portable**
Model 155 has external
amplifier and speaker
jacks. List \$49.95*.



Gay 'Playtime' 4-Speed Portable
Model 210 has built-in 45 spindle, die cast tone arm. List \$29.95*.



Powerful 4-Speed Portable
Model 121 in Red or Maroon Styron 475 case. List \$22.95*.



High Fidelity Record Changer Attachment
Model 936B available, less pen. as model 935B. 45 spindle included. 935B, list \$59.95*. 936B, list \$69.95*.

*Distributors
Coast-to-Coast
Hail New V-M Line!*



AMOS HEILICHER
Heilicher Brothers, Inc.
Minneapolis, Minn.

"Myself, I like the way you folks at V-M are backing retailers promotion-wise. Phonograph prospects are half sold before they reach the store!"



HENRY FEINBERG
Barth-Feinberg, Inc., New York, N.Y.

"It's a pleasure to handle a line with every thing! V-M has the products, the prices and the popularity that moves merchandise fast!"



ED DONOHUE
E. T. Donohue, Inc., Rochester, N.Y.

"... and we are much impressed with the new line. It's a shoo-in to be this territory's biggest year with V-M."



MORT GREEN
Almo Radio Co., Philadelphia, Pa.

"Quality is the answer! And, for my dealers and myself, V-M has the answer—because V-M has the quality!"



GLENN T. BARR
Gough Industries, Inc.
Los Angeles, Calif.

"I'll rest on our sales performance. That's my answer to what V-M means to this organization... and the dealers it serves!"



MANNY BROOKMIRE
Brooke Distributors, Miami, Fla.

"This new V-M line is terrific! Looks like all of us are in for a banner year!"



J. A. MURPHY
Lou Johnson Co., Portland, Ore.

"I look on V-M as my 'prestige' line. I guess dealers look at it that way too. They have nothing but praise for V-M—and the line's margin of profit."



KEVIN G. COOKE
K-V Distributing Company
Denver, Colo.

"I'm a firm believer in merchandising and I believe that V-M is doing an excellent retail level merchandising job!"



MILT BURSMA
Bursma Radio Supply Co.
Grand Rapids, Mich.

"... and why shouldn't I be pleased about handling the V-M line? I'm making money and so are my dealers!"

VM CORPORATION
BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS



Now this new Pilotstat

C592 Pilotstat. This new Honeywell Pilotstat fits any gas room heater, and features a 100% safety shut-off in case of pilot or flame failure. It is available with or without pilot gas filter (no external filters necessary)—and will operate on all gases. Specifying it on all your heaters insures your customer simple, economical addition of a thermostat when desired.



Plus this new add-on thermostat

T5000 Adatrol Thermostat. The new Honeywell Adatrol thermostat is a high-quality, self-contained, snap-action thermostat available with or without a high-low bypass. You can add it to the Pilotstat in less than 5 minutes. Just remove 6 screws and a plate from the Pilotstat—then fit the Adatrol thermostat in and replace the 6 screws. It's as simple as that!

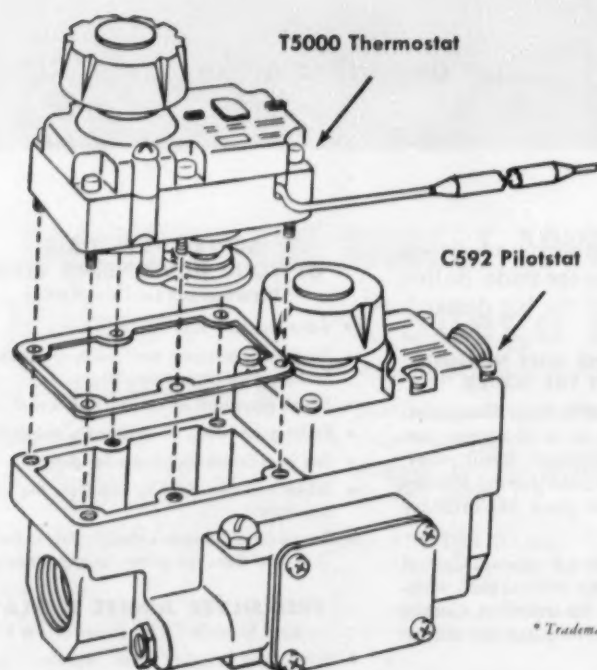


Equals the new Honeywell Adatrol

V5153 Adatrol—combination Pilotstat-thermostat. A compact high-precision unit, that fits all gas room heaters. Can be serviced in the field, without removing piping. Cut your installation, stocking, and handling costs by standardizing on this efficient unit. Specify the V5153 for all your thermostat equipped heaters.

Now you can stock only 2 control items for all your gas room heater jobs!

Amazing new HONEYWELL ADATROL*



The new gas cock Pilotstat with add-on thermostat*

NOW the new Honeywell Adatrol gives you a universal Pilotstat that allows on-the-job addition of a thermostat whenever your customer wants it.

This means big savings for you in stocking and service. No longer do you need to stock complicated adapter kits and parts that get lost, depreciate, and become broken lots—no longer do your servicemen need to spend costly hours tinkering with makeshift connections.

All you stock is the C592 Pilotstat and T5000 Adatrol thermostat which you can buy separately and put together in the field—or the V5153 ADATROL combination Pilotstat-thermostat, which comes already assembled from the factory.

Think of the big savings this means in time, effort, and inventory! And think of how pleased your servicemen will be. And how easy it will be to give your customers a thermostat when they want one added.

So, start making your room heater business pay bigger profits! Call your supplier or local Honeywell office and order the ADATROL today!

For complete information on the new Honeywell ADATROL, or on any of the complete line of Honeywell Controls, just write to Honeywell, Dept. EM-8-122, Minneapolis 8, Minnesota.

Here's how the new add-on thermostat fits into the new Pilotstat.

- Fits all gas room heaters
- No more adapter kit problems
- No more costly stocking problems

MINNEAPOLIS
Honeywell

112 OFFICES
ACROSS THE NATION



First in Controls

FROM THE INVENTORS OF ELECTRIC SHAVING ON THEIR 25TH ANNIVERSARY

Presenting the

...shaves closer than



More men use SCHICK electric shavers than any other make

Eye-catching new styling! New perfection—new precision from Super-Honed Head to Hi-Power Motor!

On 56 acres in Lancaster, Pa., Schick has just built a great new plant—the largest plant in the world devoted solely to manufacturing electric shavers. Here at the new electric shaving headquarters of the world is the most painstaking shaver assembly line ever created, precision-building the finest shaving instrument ever known—Schick's new Silver Jubilee Shaver!

The new Schick "25" is the biggest step forward since the first Schick in 1930. New beauty! New closeness! New larger chrome Whisk-Its. Beautiful new black-and-silver Caddie Case!

The Schick "25" is the newest, most advanced electric shaver you can find.

And it will be the most widely advertised—to consumers and to the trade. Be first in your town to meet the big demand.

3 EXCLUSIVE REASONS WHY NOTHING SHAVES CLOSER THAN THE SCHICK "25"

- 1. Super-Honed Heads With New Sharpness.** Honed and finished to a sharpness unmatched by any other shaver. Result: easy, quick, and amazingly close shaving of every whisker. Never pull or pluck like ordinary shavers.
- 2. Curved Combs With New Precision.** Curved shape presses down skin around each whisker for gentle shaves, no irritation. Combs guide each whisker into place no matter which way it grows.
- 3. Hi-Power Motor With New Perfection.** Snap it on with a touch of the switch. Goes twice as fast as an airplane engine at 300 mph. World's most powerful motor for its size. Power enough to shave the toughest whiskers.

SCHICK PAYS HALF OF YOUR ADVERTISING COSTS Newspapers—TV—Radio

- Advertise any time till Christmas
- Send paid invoices, tear sheets direct to Schick Incorporated, Lancaster, Pa.
- Schick pays half of cost to you in cash
- Exciting ad mats, TV and radio scripts FREE
- See your Schick distributor for details
- Schick reserves right to withdraw this offer at any time
- Co-op advertising is confined solely to the Schick "25" and does not apply to any other model.

FREE SILVER JUBILEE DISPLAY —and Schick "25" Promotion Kit

- Self-selling display and dynamic window streamer
- Free with any order before September 15
- Supply limited—offer may be withdrawn
- Be first in your town to promote—and profit with—Schick

ORDER THE NEW SCHICK "25" FROM YOUR SCHICK DISTRIBUTOR TODAY!

New Schick "25"

anything ever invented



Retail Price \$29.50

BACKED BY THE BIGGEST ADVERTISING IN SHAVER HISTORY

Robert Montgomery SHOW ON TV

Full-hour TV show co-sponsored every week over complete NBC network. Top dramatic show.

- Bright stars, bold drama, new prospects
- More commercial time than ever before to sell the Schick "25"
- Will entertain and sell 24,000,000 new prospects every week

The new Schick "25" will be the most widely advertised shaver on TV this Fall and Christmas.

College Football

8 major NCAA games—on the NBC-TV network

- Reaching over two-thirds of U. S. homes
- Special promotions • Special color telecasts
- Features two top sportscasters—Red Grange and Lindsey Nelson

HERE ARE THE GAMES:

Sept. 17 Miami at Georgia Tech	Oct. 29 Iowa at Michigan
Oct. 1 Ohio State at Stanford	Nov. 19 UCLA at USC
Oct. 15 Notre Dame at Michigan State	Nov. 24 Texas at Texas A&M
	Nov. 26 Army vs. Navy (Phila.)
	Dec. 3 North Carolina at Duke

Plus Regional Telecasts of Ivy League Games on NBC.

TOP GAMES ON THESE DATES:

Sept. 24, Oct. 8, Oct. 22, Nov. 5, Nov. 12.

The nation's top teams—every section, every conference—an outstanding football event every week this Fall.

Life!... Post!

MORE THAN AN AD
A WEEK

18 full-color ads—spreads and single pages—packed into less than 90 days. In LIFE, SATURDAY EVENING POST.

- over an ad a week
- reaching a combined audience of 75,720,000 from September to Christmas

The new Schick "25" will be the most widely advertised shaver in magazines this Fall and Christmas.

SCHICK INCORPORATED
LANCASTER, PA.

If women buy what you sell
(clothes dryers, for instance) remember...
half your women customers read the Journal!



Among all magazines edited for women,
the Journal is:

No. 1 in circulation

No. 1 in newsstand sales

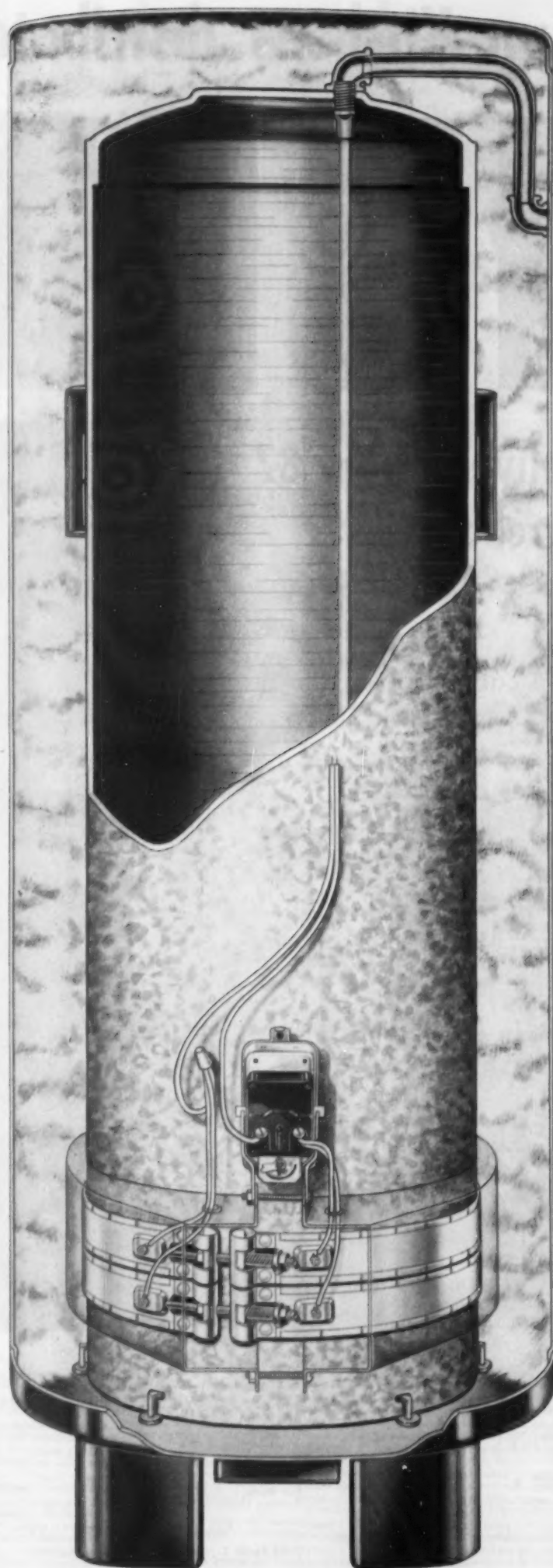
No. 1 in advertising revenue

That's why in the Journal you'll
find such leading advertisers
of clothes dryers as **Speed Queen,**
Kelvinator, Bendix, ABC, Frigidaire,
and **Hamilton.**



*Never underestimate the power of a woman...
nor the power of the magazine women believe in!*

Ladies' Home JOURNAL A CURTIS PUBLICATION

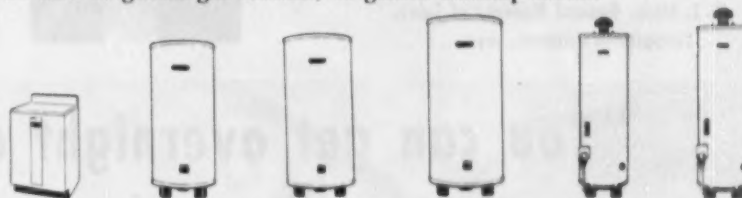


TOASTMASTER

...making **NEWS** for water heater dealers!

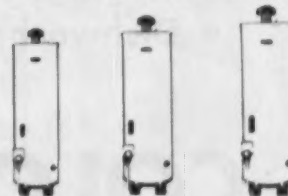
Glass lining... for both major lines

*Ionodoglas** is the big news for Toastmaster Water Heater distributors and dealers! Now, for the first time, both electric and gas models are available with *double* protection—*Ionodoglas* lining *plus* the *Ionodic** System of tank protection, developed for Toastmaster Water Heaters more than a decade ago. If your trading area is known to have corrosive water, here's the answer to your problem! Expand your sales potential by adding Toastmaster *Ionodoglas* models to your water heater line! *Ionodoglas* lining available in 40, 50 and 82-gallon electric models; 30 and 45-gallon gas models; 40-gallon tabletop model.



One stock model for all gases

Toastmaster Automatic Gas Water Heaters are now equipped with famous Robertshaw-Grayson Universal gas control (Unitrol 200), and universal gas pilot and burner, suitable for high-efficiency operation with any type of gas. The new features offer greater simplicity, positive operation, greater stability. Interchangeable orifices, furnished with each unit, make possible gas changeover in a matter of seconds! Make universal control a part of your outstanding Toastmaster Water Heater sales story!



NEW Toastmaster 50-gallon Tabletop

A *new* Toastmaster tabletop model... a leader in the trend toward larger capacities! Now in 50-gallon capacity, complete with all the fine features which have made Toastmaster famous for over 36 years! Longer-lasting, more efficient Life-Belt Element, extra-heavy duty tank (40-gallon model available with *Ionodoglas* lining), factory-set and tested temperature control, moisture-proof, fireproof Fiberglas insulation. Watch this new model go in territories where tabletop models are sales leaders!



Toastmaster ready for high wattage trend

To accommodate the present trend to higher wattages in many areas, Toastmaster Automatic Electric Water Heaters are again available with higher-wattage Life-Belt Elements. For example, Model No. 40RE2, a 40-gallon Toastmaster Water Heater is currently available equipped with 4500-watt Life-Belt Elements; other models, too, may be fitted with higher-wattage. The trend toward higher wattages assures faster recovery and all-round better performance in electric water heaters. For details, see your Toastmaster Water Heater representative.

TOASTMASTER

AUTOMATIC WATER HEATERS

McGraw Electric Co. • Clark Division • 5201 W. 65th Street, Chicago 38, Illinois

*"Toastmaster," "Life-Belt," "Ionodic," and "Ionodoglas" are trademarks of McGraw Electric Co., Chicago, makers of "Toastmaster" toasters, "Toastmaster" water heaters and other "Toastmaster" products. Copyright, 1955, McGraw Electric Co.



M. L. Ondo, General Manager of Sales,
Youngstown Kitchens, says . . .

"Youngstown Kitchens distributors

INVENT

"You can get overnight delivery from 87
completely stocked warehouses!"

- 30 cabinet sink models!
- All sizes of wall and base cabinets!
- Dishwashers and Disposers!

IN COLOR OR WHITE

Star White • Dawn Yellow
Meridian Blue • Sunset Copper

The kitchen business is booming! Get in while there are
still Youngstown Kitchens dealerships open!



MULLINS MANUFACTURING CORPORATION • WARREN, OHIO
World's Largest Makers of Steel Kitchens

IT'S THE SAME
WHEREVER
YOU ARE!

87 completely stocked warehouses
end your inventory problems once
and for all

Albany 1, New York
Interstate Plbg. Supply Co.
Atlanta 1, Georgia
Charles S. Martin Distr. Co.
Baltimore 1, Maryland
Jos. M. Zamolski Co.
Billings, Montana
Par Distributing Co.
Binghamton, New York
Morris Distributing Co.
Birmingham 1, Alabama
Hart-Greer, Inc.
Boise, Idaho
General Appliance Corporation
Boston 16, Massachusetts
Allied Appliance Co.

Buffalo 12, New York
R.C.A. Victor Distr. Corp.
Chicago 8, Illinois
The Sampson Company
Cincinnati 6, Ohio
Griffith Distributing Corp.
Cleveland 13, Ohio
Lehen Distributing Co.
Columbus 15, Ohio
Thompson & Hamilton, Inc.
Dallas, Texas
Robert L. Brown, Inc.
Dayton 3, Ohio
Thompson & Hamilton, Inc.
Denver, Colorado
McCullum-Law Corporation

Des Moines 8, Iowa
A. A. Schneiderhahn Co.
Detroit 31, Michigan
Buhl Sons Company
El Paso, Texas
Crouch Appliance Co.
Fargo, North Dakota
O'Day Equipment, Inc.
Fort Worth 1, Texas
Morrison Supply Company
Fresno, California
Devlin-Drew Company
Grand Rapids 2, Michigan
Radio Equipment Co., Inc.

Hagerstown, Maryland
Bohman-Warne, Inc.
Harrisburg, Pennsylvania
Pierce-Phelps, Inc.
E. Hartford 8, Connecticut
Roskin Distributors, Inc.
Honolulu 3, Hawaii
Service Motor Co., Ltd.
Houston 3, Texas
Morrison Supply Company
Huntington, West Virginia
Tri-State Appliance Company
Indianapolis 7, Indiana
Radio Equipment Co., Inc.
Jackson, Mississippi
Nicholas Company, Inc.



rs have what it takes...

TORY!



Jacksonville 7, Florida
Florida Radio & Appl. Corp.
Kansas City 10, Missouri
Townley Metal & Hdw. Co.
Knoxville 7, Tennessee
House-Hasson Hardware Co.
Lansing 12, Michigan
Major Appliance Co.
Las Vegas, Nevada
Saviers Electrical Products Corp.
Louisville 8, Kentucky
Electric Appl. Distr. of Kentucky
Los Angeles 7, California
R.C.A. Victor Distributing Corp.
Memphis 3, Tennessee
Forsyth-Williams, Inc.

Miami 48, Florida
Florida Radio & Appliance Corp.
Milwaukee 4, Wisconsin
Roth Appliance Distributors
Minneapolis 3, Minnesota
Forster Distributing Co.
Nashville 3, Tennessee
McWhorter, Weaver & Co.
Newark 2, New Jersey
T. A. O'Loughlin & Co., Inc.
New Orleans 13, Louisiana
Olivier, Inc.
New York 1, New York
Bruno-New York, Inc.
Norfolk, Virginia
Bowers Wholesale Corp.

Oklahoma City, Oklahoma
Townley Metal & Hdw. Co.
Omaha 8, Nebraska
General Appliance Co. of Omaha
Peoria, Illinois
Williams, Inc.
Philadelphia 31, Pennsylvania
Fairce-Phelps, Inc.
Phoenix, Arizona
Midland Specialty Company
Pittsburgh 6, Pennsylvania
J. A. Williams Company
Portland 3, Maine
Johnson Supply Company
Portland 9, Oregon
Lou Johnson Co., Inc.

Poughkeepsie, New York
Interstate Pkg. Supply Co.
Providence 9, Rhode Island
Tri-State Wholesalers, Inc.
Reno, Nevada
Saviers Electrical Products Corp.
Richmond 20, Virginia
A. R. Tiller Corporation
Roanoke 11, Virginia
Roanoke Wholesalers, Inc.
Rochester 5, New York
R.C.A. Victor Distributing Corp.
St. Louis 8, Missouri
Schwander Company
Salt Lake City 11, Utah
General Appliance Corp.

San Antonio 4, Texas
South Texas Appliance Corp.
San Diego, California
Morrison Supply Company
San Francisco 3, California
Pioneer Appliance Company
Seattle 4, Washington
Northwest Kitchens, Inc.
Sioux Falls, South Dakota
Leo C. Lippert Co., Inc.
South Bend 24, Indiana
Radio Equipment Co., Inc.
Spokane 4, Washington
Columbia Electric & Mfg. Co.
Syracuse, New York
Morris Distributing Company

Tampa, Florida
Florida Radio & Appl. Corp.
Toledo 2, Ohio
McGranahan Distributing Co.
Washington 18, D. C.
Jos. M. Zamoiski Co.
Winston-Salem, North Carolina
Mercury Distributing Company

EXPORT
Philadelphia 34, Pennsylvania
Philco International Corp.

CANADA
Calgary, Alberta
Burgess Building & Plumbing
Supplies, Ltd.

Edmonton, Alberta
Burgess Building & Plumbing
Supplies, Ltd.
Hamilton, Ontario
Hoffman Products, Ltd.
Montreal, Quebec
The James Robertson Co., Ltd.
St. John's, New Brunswick
The James Robertson Co., Ltd.
St. John's, Newfoundland
Baine, Johnston & Company, Ltd.
Vancouver, British Columbia
Alcock, Downing & Wright, Ltd.
Winnipeg, Manitoba
Fort Garry Agencies, Ltd.

ARVIN HEATER EARLY BIRDS!



Dig in before that Sept. 1 deadline!

**\$5.95 Arvin
Chair...
FREE!**



For terrace, porch, lawn and many indoor uses—White metal frame, green canvas seat and back. Durable; color-fast. Weighs only 11 lbs. Stores anywhere.

ONE CHAIR FREE with any 10 units—heaters, Lectric Cooks, Cooks-Alls, or mixed—for delivery before September 1.

TWO CHAIRS FREE with any 20 units as above. Limit two chairs per dealer. Arvin prepays freight from factory to dealer within continental U.S.

Free lighted display—ad mats—folders!
Plus the greatest national ad campaign ever run on heaters!

Six new Arvin Automatic Heaters

Unequaled at **\$14.95**

MODEL 5514—Priced lower than many non-automatic heaters! Thermostat control turns heat on and off. Quiet induction motor—no interference. 1320 watts, fan-forced. Easy-carry handhold in back. Brown enamel; chrome grille; ivory trim. A wonderful price leader at **\$14.95**

Also Model 5516—Same styling in Williamsburg blue, plus carrying handle and Safeguard Safety Switch—cuts current automatically if heater is upset. **\$16.95**



Model 5518—1650 watts fan-forced, thermostat controlled. Safeguard Safety Switch. Copper-tone enamel finish with chrome grille. **\$19.95**

Also Model 5524, 1650 watts, fan-forced plus radiant heat. Outstandingly beautiful in pearl finish with brown accents, chrome grille. **\$24.95**



Model 5534—Arvin's finest Automatic! Two heats—1650 and 1320 watts. New, larger signal light. Fan-forced and radiant heat with new "airflow" heating elements. Safeguard Switch. Copper-tone enamel, chrome grille. **\$34.95**

Also Model 5523, similar to 5534 but no signal light and 1650 watts only. **\$29.95**

PLUS two new Arvin Fan-Forced Heaters and the Cool-R-Hot!



Model 5530—All new, for the budget shopper. 1320-watts; no-interference induction motor. Guard rail. Brown finish with pearl gray grille. **\$16.95**



Model 5512—Compact, portable. 1320 watts; on-off switch at top; handhold in back. Two guard rails. Pearl finish, chrome grille, brown trim. **\$12.95**



Model 5440—Famous Cool-R-Hot Fan Heater. 1650 watts for winter heat. Big cooling power for summer. Fan-forced and radiant heat. Safety Switch. **\$24.95**

The world's leading
heater line from
the world's largest
heater manufacturer

All Arvin heaters operate on 110/120 volts, 60 cycle, AC only.
Guaranteed one year. Listed by Underwriters' Laboratories, Inc.

Electric Housewares Division, Arvin INDUSTRIES, INC., Columbus, Indiana.

Economic Currents

"in most cases both the businessman and the consumer will be better off than he ever has been."

were close to 1.4 million new houses built in 1950—the peak year for housing starts. This year, we are very close to that rate now, and chances are we might even surpass it by the end of the year.

BIG DEBT NO PROBLEM

Consumers have been spending for other items as well as for new houses. On-the-cuff buying reached an all-time high of \$31.6 billion at the end of May. There has been some concern that consumer debt was getting out of hand. However, as the recent University of Michigan survey of consumer finances indicated, of 54 million families, nearly 31 million have no installment debts at all. And of the balance who do have debts, more than half expect to pay off within a year. This suggests that we are not over our heads in debt.

Of course, a good part of the increase in consumer debt has been for new cars. And this year could easily turn out to be the best year on record for the auto industry. Auto manufacturers turned out 4.3 million passenger cars in the first six months of this year. This is an all-time record for the first half in passenger car output. It now appears that the industry will turn out about 6.8 million cars this year.

Auto production is expected to slow down in the second half because of high stock in dealers' hands and a slackening in consumer demand for the 1955 model. But new models will probably start off the assembly lines as early as September. Retail sales for the full year are now expected to top six million units.

Add up all the factors and the rest of the year looks extremely good. In most cases both the businessman and the consumer will be better off than he ever has been before. *End*



"SET IT FOR 5:32 P.M., AUGUST 29TH. WE SHOULD BE HOME AND HUNGRY BY THEN."

From

HAMILTON BEACH

2 great new mixers

and the only

5 year guarantee

in the business!

Details inside

In Big Ads Like this... Hamilton Beach Announces

Look at this coverage!

True Story

The Saturday Evening

POST

Better Homes and Gardens

Good Housekeeping

Successful Farming

ELECTRICITY ON THE FARM

MODERN BRIDE

BRIDE'S

HOUSE BEAUTIFUL'S Guide for the Bride

All these selling features plus the 5-year guarantee to close the sale!

NEW FOOD MIXER

- The only mixer designed for smoothest mixing without a spatula!
- New finer-blending beaters
- New Mix Timer ends guesswork
- New easier-to-read Mixguide
- Newly styled for modern needs

NEW MIXETTE

- Tailor-made to modern needs... "fits" her hand, home, and purse
- Balance-tested for easy handling
- New longer beaters; new ejector
- New 3-speed switch on handle
- Stands on end for easy draining
- Packed in gift box



\$1950
(white)

\$2150
(chrome)

in gift box

Includes bracket and screws for wall mounting.

5-year guarantee covers all Hamilton Beach motorized home appliances.

New HAMILTON BEACH Mixette

Mixette is tailor-made to your modern needs! Tested balance makes it easy to handle. A new 3-speed switch right on the handle makes it easy to control. And it comes complete with a wall bracket to keep it handy. Get the feel of a Mixette! It beats everything, from egg whites to molasses cookie batter, in any bowl!

- New longer beaters insure quick, complete blending in deepest bowls.
- Stands on end for easy draining.
- New positive beater ejector releases beaters instantly.

No More
New

Actual photo



Unless you use a mixers leave color center lumps! That's the cause of many

Only this new H gives you successful spatula. It's the only full-coverage combination of new, n



Har

2 New Mixers and the 5-Year Guarantee!

More Hit-or-Miss Mixing!

Here's proof of finer blending!

HAMILTON BEACH FOOD MIXER!

Photographs show how other leading mixers compare...



Curved beater marks on bowl prove Hamilton Beach Mixer beats right up to edge of bowl! Note smooth, creamy mixture.

Mixer "A" piles up mixture around side of bowl. Beaters do not touch edge of bowl. Note resulting uneven mixture.

See how Mixer "B" leaves unmixed pockets and dry lumps. Beaters do not touch bowl edge. Result: coarseness.

spatula, all other streaks and dry bits' hit-or-miss mixing many baking failures! Hamilton Beach mixer full mixes without a only mixer that gives mixing. The com-nag beaters and the

Bowl Control reaches *all* ingredients, for smooth, lump-free blending, edge to edge.

You'll find this mixer beautifully styled, perfectly suited to your modern needs. Just slide it off the stand and it's a portable. Thumb-dial the Mixguide for any of ten tested speeds. Ask for a demonstration today!

*All tests made for 1 1/2 minutes without use of a scraper.

\$39.95

Including 2 Pyrex bowls

With Mix Timer, \$43.95. Chrome finish mixer and 2 stainless steel bowls, \$10 additional. Juice extractor, sold separately, \$4.



NEW MIX TIMER
Ends guesswork; chimes at any pre-set time, up to 15 minutes. (Optional)

New HAMILTON BEACH Liqui-Blender

with new "Cut-'n-Fold" action blends faster, cuts finer, for the easiest food-fixing ever! Blends soups, salads, casseroles—dozens of tasty treats. With recipe book, \$39.50 (white); \$44.50 (chrome).

HAMILTON BEACH

...the most reliable name in mixers!

Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.

At last! A selling tool that sells QUALITY!

Everyone in the business knows that Hamilton Beach makes top-quality mixers. Now you have a quick and easy way to convince your customers of this quality!

The 5-year guarantee—prominently shown on every mixer and the Mixing Center Display—tells all! It says 4 years longer than standard guarantees—reflecting our confidence in the quality of these mixers. It says this mixer is an "insured buy." It tells your customer, at a glance, what a 15 minute sales talk might not do! And it assures you the "solid sale," free of service headaches. Push the 5-year guarantee—sell it as the "insured buy"!

New Mixing Center insures sales action!



It puts "everything in mixers" in one spot, and features the new 5-year service guarantee.



To the Employee Relations Director of every American company

LET'S FACE IT . . . the threat of war and the atom bomb has become a real part of our life—and will be with us for years. Fires, tornadoes and other disasters, too, may strike without warning.

The very lives of your employees are at stake. Yours is a grave responsibility. Consider what may happen.

When the emergency comes, everybody's going to need help at the same time. It may be hours before outside aid reaches you. The best chance of survival for your workers—and the fastest way to get back into production—is to know what to do and be ready to do it. To be unprepared is to gamble with human lives. Disaster may happen TOMORROW. Insist that these simple precautions are taken TODAY:

☐ **Call your local** Civil Defense Director. He'll help you set up a plan for your offices and plant—a plan that's safer, because it's entirely integrated

with community Civil Defense action.

☐ **Check contents** and locations of first-aid kits. Be sure they're adequate and up to date. Here again, your CD Director can help—with advice on supplies needed for injuries due to blast, radiation, etc.

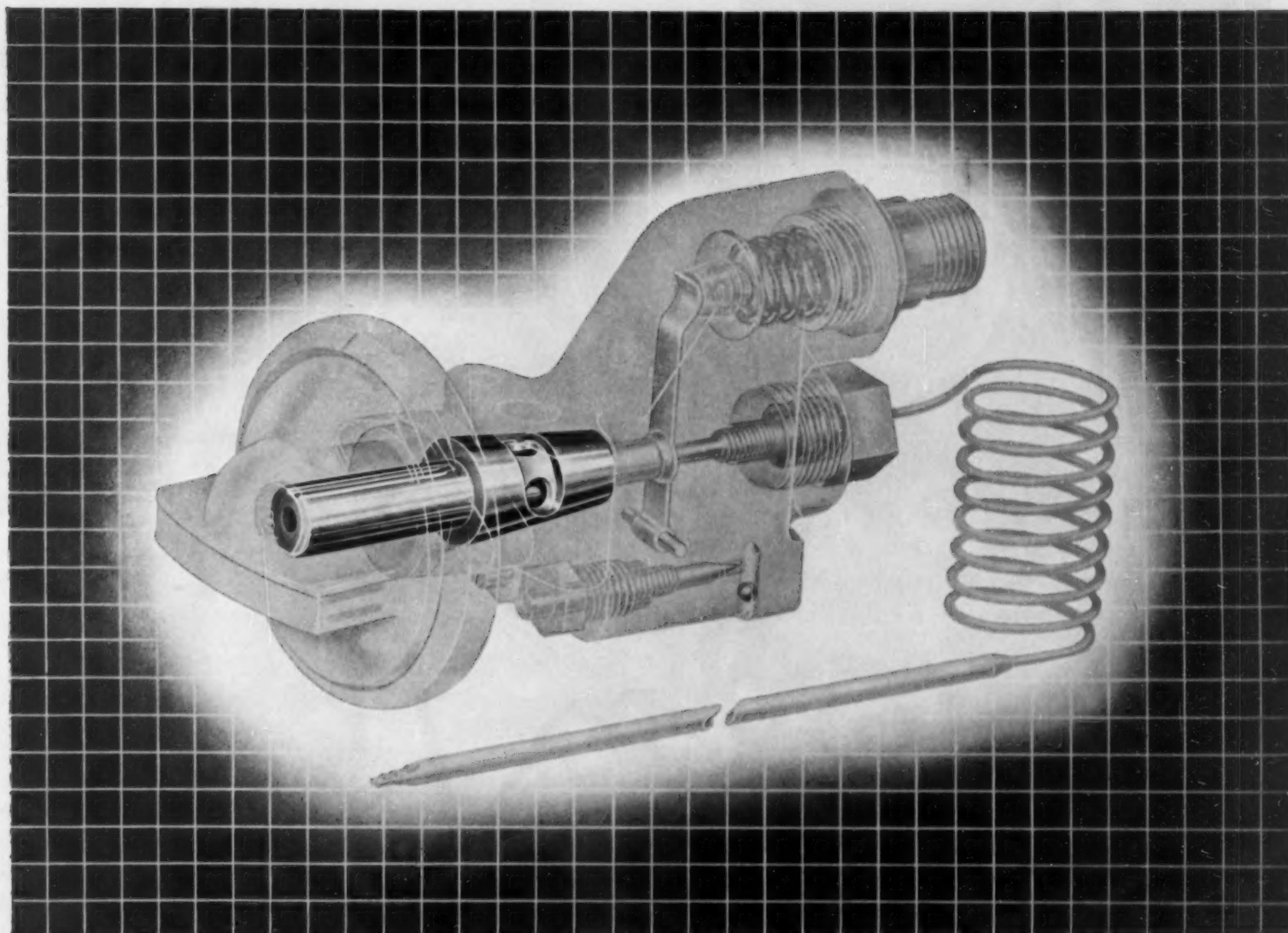
☐ **Encourage personnel** to attend Red Cross First Aid Training Courses.

☐ **Encourage your staff** and your community to have their homes prepared. Run ads in your plant paper, in local newspapers, over TV and radio, on bulletin boards. Your CD Director can show you ads that you can sponsor locally. Set the standard of preparedness in your plant city. There's no better way of building prestige and good employee relations—and no greater way of helping America.

Act now . . . check off these four simple points . . . before it's too late.



HERE'S MORE THAN MEETS THE EYE...



"Hair-Splitting Precision for Your Gas Ranges"

Wilcolator knows, and never forgets, how vitally important to the gas range dealer it is to have topmost quality in every part of the ranges he sells. Such quality helps the dealer make the sale—it also means far fewer demands for service after the sale.

That's why the valve in the Wilcolator oven control, for instance, is machined to a tolerance of five ten-thousandth of an inch—1/6th the thickness of a human hair.

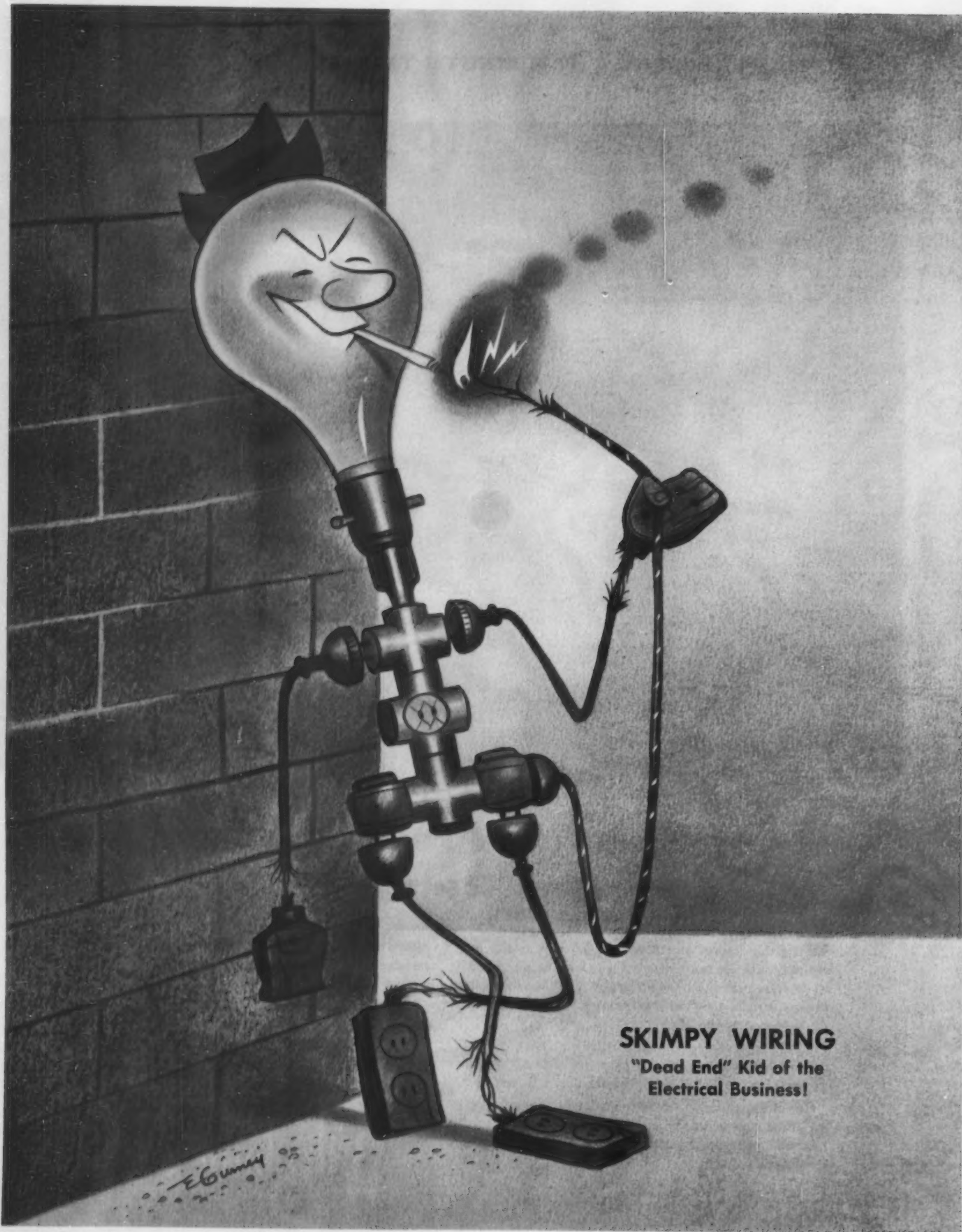
To your customer this means superlatively smooth turning of the dial—and no leaks—as long as the range is used. And it's an advantage you can easily demonstrate, to help close many a sale.

This valve is just one example of the kind of precision manufacture far beyond acceptable standards, you find in every part of every Wilcolator control.

Don't settle for anything less than the finest. Specify ranges with Wilcolator controls.

The Wilcolator Co., 1001 Newark Avenue, Elizabeth, New Jersey. Canadian Plant: Mimico, Toronto, Ontario.





SKIMPY WIRING
"Dead End" Kid of the
Electrical Business!

"DEAD END" KID OF THE ELECTRICAL BUSINESS!

Here's what Kennecott is doing about that problem child of yours — SKIMPY WIRING!

You know this evil little fellow. He lives in 8 out of 10 of your customers' homes. He keeps them from enjoying the appliances they have. He keeps them from buying many new appliances. He's a big reason for appliance "returns."

How can you run him out of your territory? Only one way . . . *intensive education* of your customers!

They must be told how to recognize Skimpy

Wiring in their own homes. They must be shown what to do about him. And they must be convinced that Skimpy Wiring is the real culprit when the appliances they buy from you don't work as well as they can and should.

That's why Kennecott is running full page ads like the one shown below in the Saturday Evening Post and This Week magazines. It's a hard-hitting, educational campaign that benefits the entire electrical industry. Specifically, it's a campaign that helps *you*. Because it takes the blame off your appliances and puts it right where it belongs — on Skimpy Wiring. Tie in *your store* with it!

FREE! TIE-IN MATERIAL!

Tell your customers the vital story of adequate home wiring. Send today for poster-size blowups of Kennecott's full-page Saturday Evening Post and This Week magazine ads for display in your store. Get free sample copies of the educational booklet, "The ABC of Home Wiring." Ask for list of at-cost prices for large quantity orders of material available for your direct mail use. No cost or obligation! Just write on your letterhead to Kennecott Copper Corporation, Dept. M-85, 161 East 42nd St., New York 17, N. Y.



Kennecott Copper Corporation

Fabricating Subsidiaries: CHASE BRASS & COPPER CO. • KENNECOTT WIRE & CABLE CO.

TO AMERICAN BUSINESS...

Thanks for Taming a Wild Horse

This is a message of appreciation to American industry. The occasion for the message is the completion of our eighth annual McGraw-Hill Survey of Business' Plans for New Plants and Equipment.

To a considerable degree, our appreciation is personal. It goes to the companies whose cooperation made our survey possible. Twice as many companies as in any previous McGraw-Hill annual survey carefully answered our questions about their plans to invest in new producing facilities. They gave a great deal of expensive time to the job. The cooperation of these companies, which employ nearly eight million workers, put the results of our survey on the firmest footing, in terms of coverage, it has ever had. For this cooperation we are most grateful.

But our appreciation is much more than personal. It extends in even greater degree to the kind of planning of investment in new plants and equipment which our survey revealed. The nature of this plan-

ning holds out promise that American industry is on the way toward bringing under control what historically has been one of the most upsetting forces in the American economy—the violent fluctuations in business capital investment. Progress in ironing out these fluctuations gives occasion for public gratitude.

Very Good Business News

The part of our surveys that attracts the widest interest is the news they give about immediate business prospects. And this year the news is very good. The survey results indicate that American business as a whole plans to invest \$29.5 billion in new plants and equipment this year. That is 5% more than was invested last year, and a new high for any year.

Plans for the years 1956-1958 are also remarkably encouraging in terms of the amount of investment in prospect. American business reports that it is already planning to spend within 3% as much for new plants and equipment in 1956 as in 1955. In the past, the expenditures planned for future years have always been sharply lower than those planned for the current year. This is understandable enough. It is sometimes impossible to anticipate all the expenditures that will be necessary a year or more hence. Thus the fact that plans are already made

A full report of the results of the eighth annual McGraw-Hill Survey of Business' Plans for New Plants and Equipment will be sent to anyone requesting it from the Department of Economics, McGraw-Hill Publishing Company, Inc., 330 West 42nd Street, New York 36, N. Y.

to spend almost as much in 1956 as this year is very good news about business prospects. The level of investment now planned for the years 1957 and 1958 is also remarkably high—far higher than ever reported for years that far ahead in previous McGraw-Hill surveys.

Taking the Long View

The fact that these plans exist is of immense constructive significance. It clearly indicates that more and more, and now in dramatic degree, American business is taking the long view in making its plans for capital investment. It is developing a program which, if successfully carried out, will go far toward eliminating the habitual, destructive surging and sagging of what is in effect the central power house of our economic system—capital investment by business. Upon the level of this investment depends not only the general state of our prosperity but our progress in raising the American standard of living with new products and new and better industrial processes.

Seven years ago, when we first asked industry to estimate its capital spending beyond the current year, only a small minority of companies could give us any estimates at all. This year, 87% of the cooperating companies—and it was a far larger number of companies—could comply with our request for estimates for the years 1956-1958.

It Pays to Bet on Growth

A number of developments help explain the increase in long-range planning of capital investment. One is the increasing technical complexity of American industry. It often takes longer, in this complicated age, to work out a successful installation of new plants and equipment. Another reason for long-range planning is American business management's increasing conviction that it pays to bet on the demonstrated capacity of the American economy to grow over the long pull. With this goes a corresponding determination not to let short-term business fluctuations upset individual company

plans for growth through addition of new plants and equipment. An additional factor, and one of great and increasing importance, is the sense of public responsibility on the part of American business leaders who want to help prevent destructive swings in the levels of new investment.

It cannot be too strongly emphasized that there is still nothing automatic about the carrying out of these long-range plans for business spending. Actual expenditures are still governed in major degree by the general health of our economy. This is fully attested by the fact that the current business recovery has led to a substantial upward revision of the investment plans reported to us last fall when we made a preliminary check of plans for 1955. Either private economic excesses or a reversal of the recent improvements in federal tax policy could gravely upset realization of present plans. Fortunately, neither of these possibilities seems to be an immediate threat.

The very fact, however, that American business management has made these plans and will do its utmost to carry them out is a development of tremendous constructive importance for the American economy. It means that major efforts are being made to tame what historically has been an economic wild horse—the process of capital investment by business. Both for doing it, and for telling us about it in our annual surveys, we extend to American industry our sincere thanks.

This message is one of a series prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nationwide developments that are of particular concern to the business and professional community served by our industrial and technical publications.

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Donald C. McGraw

PRESIDENT

McGraw-Hill Publishing Company, Inc.

Now! Extra dollars for dealers

NCE



NESCO FRYRITE

Automatic Electric Frying Pan

Powerful big-space national magazine advertising will soon be stirring up a brisk fall demand for it! Extra-big square shape, full 11" x 11". Silicone-treated cooking surface, prevents sticking and burning. Easy to clean. Smooth, streamlined Nescontrol dial for accurate heat control. Designed by Raymond Loewy.

who sell...

ESCO



How's THIS for a deal...

On orders received up to and including October 15, 1955, you will be able to buy the famous NESCO FRYRITE Automatic Electric Frying Pan at HALF PRICE — when you order 3 at the regular price, along with one 4-quart and one 2-quart NESCO COOKRYTE Electric Sauce Pan.

Double the order just mentioned and you get a NESCO FRYRITE Automatic Electric Frying Pan FREE! Just like finding a \$20 bill on the street!

If you like money — you'll LOVE this profit-packed new deal from Nesco. What's more, it's merely *typical* of a whole list of special propositions now being offered on a wide variety of fast-moving Nesco products.

Call your Nesco Distributor for full details NOW!



EXECUTIVE OFFICES: MILWAUKEE 1, WISCONSIN—©1955



NESCO COOKRYTE
Automatic Electric Sauce Pan

Features Nescontrol dial for precise temperature control, silicone-treated cooking surface prevents food from burning or sticking—means easy cleaning, too. Millions of women will want it when they see it in the tantalizing new Nesco national ads this coming fall. Available in 2-quart and 4-quart size.

**"Plan enables our
dealers to carry
complete line..."**

says **MR. G. C. SPICOLA, JR.**, Executive
Vice-President of Spicola Appliance Co., Inc.,
young and growing Admiral-Thor-Eureka
distributors with headquarters in Tampa.



**COMMERCIAL
CREDIT
CORPORATION**

A service offered through subsidiaries of
Commercial Credit Company, Baltimore...
Capital and Surplus over \$175,000,000
... offices in principal cities of the United
States and Canada.

"WE have to credit Admiral for recom-
mending us to the COMMERCIAL
CREDIT PLAN and a good suggestion it
was. Without hesitation we say that this
Plan has helped us and our dealers a
great deal. Our dealers can carry com-
plete lines of merchandise without tying
up their working capital because the
Plan handles both wholesale and retail
paper. Recommendation of the Plan has
been most effective for us as it brings

us closer to our dealers and COMMERCIAL
CREDIT moves fast in handling new
accounts."

**COMMERCIAL CREDIT DEALERS
ARE Successful DEALERS**

A letter or call to the COMMERCIAL
CREDIT PLAN office nearest you will get
you prompt and expert help with your
financing problems. Why not call today?



Puzzled appliance dealer PAUL MORRISON gets from expert GEORGE BAACK an answer to a tough question . . .

Should I Sell Power Tools?

Dealer Morrison asked us. We took him to an expert and there recorded his answers on what it takes to sell portable and stationary tools in volume and at a profit, what's required in inventory, promotion, sales methods and personnel

BY HOWARD J. EMERSON

ARE power tools a potentially profitable item for your appliance-TV store?

How would an expert answer that question for you? Would a man with years of experience in both power tool and appliance retailing advise you to "get in" or "keep out"—and if you were to get into power tool selling, how far must you go and what are the proven principles of power tool selling that you must recognize and follow?

These and many more questions were on the mind of appliance-TV dealer Paul Morrison of Oakland, Calif., recently during a talk with an Electrical Merchandising editor. To help Morrison find answers to his questions, Electrical Merchandising took him to an expert, George Baack, owner of Record Hardware Co., San Francisco. Baack was chosen, first, because his power tool department is successful but small, and, second, because he is an experienced appliance dealer as well. In his neighborhood store in the North Beach section of San Francisco, Baack sells \$60,000 worth of power tools a year, and his appliance volume has reached \$223,000.

Paul Morrison learned in his interview with expert Baack that power tools can be a profitable line for many appliance-TV dealers, but only if the dealers treat them as power tools, not as appliances. Baack explained that: (1) power tools are not an additional item that will move profitably on the momentum of the store's appliance-TV business; (2) power tools are a complete new line of products that can move profitably in the appliance-TV store that gives them special display, promotion and selling techniques. Baack's detailed explanations to Morrison of the factors involved in making power tools a profitable part of an appliance-TV dealer's operation are presented on the following pages.

MORE ➔

What Should I Know About

Handling Portable Power Tools?

APPLIANCE dealer Morrison is interested in the potential of a line of power tools for reasons that mirror the thinking of many dealers elsewhere in the nation: (1) his distributors now carry portable power tools and their salesmen have been extolling this new product and its profit opportunities; (2) facing daily problems of meeting discount house competition and back door wholesaling that have lowered his appliance and TV profits, Morrison always is watching for a new product or new lines that offer a fair profit for honest selling effort.

Taking on the basic package of portable power tools offered by any of his distributors will put Morrison in the business. But will it be worthwhile? "What should I do to make portable power tools profitable?" he asks. "I don't want to see them in stock, I want to see them selling."

Expert Baack offers Morrison four general observations. "The appliance dealer can't mix a few quarter-inch drills in with his electric housewares and expect his store volume to go up ten percent. Portable power tools need a department identity. They need a special place in the store that—small as it might be—says to the customer, 'This is the power tool department, we are in this business'. If possible, the portable power tools should be displayed against a backdrop so that some are raised high enough to be seen from anywhere in the store. If a dealer has two lines he should carry an inventory of about \$750 in the tools themselves and about \$1,000 in accessories.

"Very important to the appliance dealer," continues George Baack, "will be the brand names of the portable power tools he carries. Let's not kid ourselves, the appliance dealer can not compete in the power tool business with the prices offered by chain drugstores, nor expect to do the volume of credit of the chain jewelry stores. The appliance dealer has to have a 'hardware store line' of power tools . . . top quality, well

made, fairly priced, nationally advertised and full margin.

"As important as going into the power tool business is the degree to which he goes. In other words, 'how far is in?' Unless the appliance dealer plans for repeat business, it is unlikely that his venture into power tool selling will be worth the effort. Steady customers have always been the backbone of our appliance business—none of us could live on one-time customers, there aren't enough to go around and they cost too much to get. It is even more true with portable power tools. The initial sale is not particularly high—not more than a good mixer sale. But that customer can, and usually will, buy three or four times that much in accessories and supplies within a year—if he is satisfied with the store as a place to fill his needs on first call. The power tool buyer never has all he wants—he needs other power tools, accessories for what he has, supplies to keep the tools in use. And he wants them now—if you don't have them he will go elsewhere and a customer is lost forever. As important as the basic electric drills are such accessories and supplies as drill press attachments, jig saw and rotary saw attachments, grinding and buffing accessories, high speed and augur bits—not a particularly heavy inventory, but necessary.

"All these preparations for handling portable power tools can fall down considerably at point of sale without personnel to help the customer. The people who use power tools expect the salesman to know almost everything. They rely much more on the salesman's word than they would in the purchase of an appliance. The biggest disadvantage any appliance dealer may have is the transient quality of his sales force. But with the help of distributors' salesmen, a dealer can give his staff the basic knowledge that will enable them to handle most sales. There's usually one 'mechanically minded' person in each appliance store, someone who can be called on to handle the toughest questions."



INVENTORY. No selling from samples in portable power tool business, says expert Baack. Customer wants to take it home now, so dealer must back up every display tool with stock. Offering factory sealed carton is good closer.



SUPPLIES. Sandpaper discs and other drill supplies that wear out, are a small volume item that is necessary if the dealer wants to hold on to his portable power tool customers as prospects for accessories and other tools, says Baack.



TRAFFIC BUILDER. The appliance dealer particularly will need to give window space to portable tools, says Baack. It will identify him as a source of these goods, and because they are an impulse item it will bring immediate business.



PARTS. The quarter-inch drill buyer who returns for a bit that the dealer doesn't carry is a lost customer, says Baack. The dealer must stock and display high speed and augur bits, grinding wheels, brushes, etc. to keep his customers.



SPECIAL STOCK. Baack says dealer must keep up to date in portable power tool displays and promotion to get seasonal peaks. This takes special tie-ins, gift boxing, etc., for Christmas, birthday, father's day.



TWO LINES, ALL SIZES. To keep prospect from "looking elsewhere" Baack suggests dealer carry every size in two top "hardware store" lines, make the prospect decide between, not whether.



PERSONAL SERVICE. Someone must understand the application of the tools, Baack states. Much business comes through a willingness to listen to problems and the ability to solve them by selection of proper tool.



ACCESSORIES. The dealer who wants volume from portable power tools will stock and display all accessories, Baack told Morrison. Many buyers of a \$40 drill will eventually spend \$100 more on drill press, saw attachments, etc., etc.



SELL UP. Selling-up depends on the salesman knowing as much about tools as about appliances so he can, for example, sell a prospect for a drill saw attachment, on the advantages of a portable saw with more power.



PORTABLE TOOL owners become the best possible market for stationary tools as their experience and projects increase. A customer for a saw attachment, for example, can be interested in expanding to a table saw, says George Baack.



ONE-JOB TOOL owners are a good market for combination tools like the DeWalt, above, or the DeltaShop or Shopsmith, and the dealer with a good display can build up interest through regular exposure as they come in for supplies.



GIFT MARKET is profitable, is a natural for appliance dealer with heavy housewife traffic, says Baack. Record Hardware sells 25 percent of combination tools as gifts, in December '54 sold 7 Shopsmiths to wives for husbands.

Should I Try

Stationary Power Tools Also?

MORE than a quarter century of appliance retailing has made Paul Morrison cautious. He has not gone overboard on the wave of "do it yourself" that promises close to a half-billion dollars in tool business for the nation in 1955. His experience makes him think twice when he envisions displaying, inventorying, selling and delivering power tools as large as a combination power shop or even a \$100 bench saw. This he feels is like the major appliance business—it must warrant the attention of a specialty dealer. Can the appliance dealer fit into this category with stationary tools?

Advisor George Baack believes that many specialty appliance dealers can merchandise stationary power tools profitably—in fact, he believes that many of them will be drawn into the handling of stationary tools if they do a really good job of merchandising portable power tools.

However, says Baack, the appliance dealer will not find stationary tools fitting an identical selling pattern with portable tools. Baack told Morrison that he could not plan on selling the portables from "samples", he would have to have back-up stock to give immediate delivery. Stationary tools, on the other hand, can be sold for later delivery—first, because they are not an impulse item like so many portables, second, because they are not a carry home item. In most cases, the dealer will have a chance to pick up one from his distributor.

To consider himself competitive in the stationary power tool business, says Baack, the dealer needs one of the combination tools like a DeltaShop or a Shopsmith—plus a radial unit like the DeWalt, Delta or Shopmaster. Supplementing these should be one each of the individual tools—bench saw, jig saw, band saw, drill press and belt sander. Such a basic stock of stationary power tools will require an inventory investment of about \$850. Accessories for these tools will take

more—about \$1,000 if taken in normal lots.

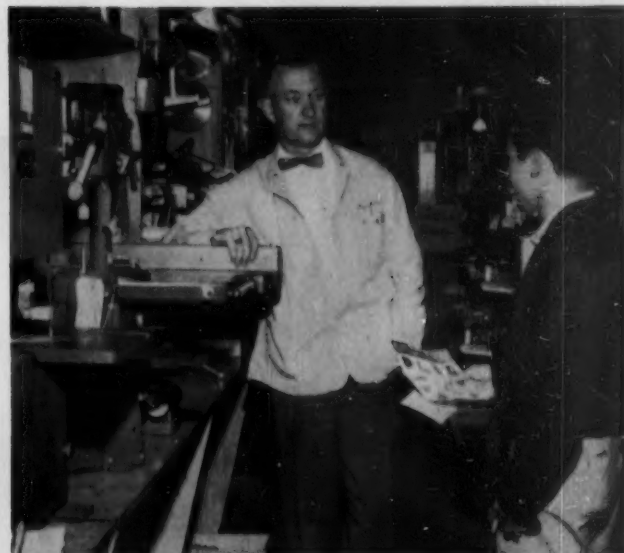
As a long time appliance dealer, Paul Morrison was particularly interested in margins and, of course, if there is any discount house competition. Most stationary tools carry a basic 30 percent margin, Baack informed him, with a larger margin available on quantity purchases. Accessories as a rule carry a 33 1/3 percent margin. As least in the San Francisco-Oakland market area, reputable brands of power tools are not in the discount houses, and so-called discounting dealers keep their power tool lines clean. One of the best known combination tools is franchised to a San Francisco dealer known far and wide as an appliance discount house—but no evidence has been obtained by either the manufacturer or competing dealers that this power tool is ever sold there at anything but list.

One of the most important questions on the mind of appliance dealer Morrison was whether or not it would be necessary to operate power tools on the display floor in order to sell them. He could envision sawdust blowing through the store and settling on the electric housewares. Baack feels that it is not necessary to give a live demonstration—he can do it at Record Hardware, but seldom finds it necessary to do so. However, he considers it necessary to be able to plug in stationary tools so that a prospect can see a dry run.

However, Baack advises, stationary power tools require dry demonstration both as a method of selling and instructing the purchaser. Certainly not every appliance-TV salesman is going to be able to grasp this demonstration technique, he admits, but they can get a basic knowledge from meetings with distributors and their salesmen. To expect real volume the dealer needs to have at least one person in the store who is completely familiar with the operation of stationary power tools.



INDUSTRY and institutional markets are profitable for the neighborhood dealer, Baack told Morrison. Above, an old and a new Shopsmith sold by Baack to manufacturer of plastic goods for use in forming parts and dies.



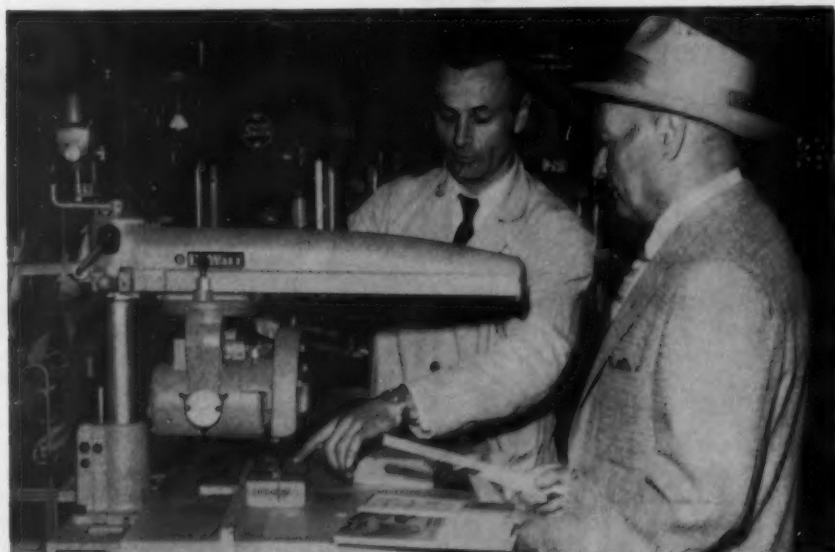
NEW PROSPECTS. Millions of homeowners are being reached by national advertising keyed to "do-it-yourself", are ripe for individual or combination tool purchases. Direct mail by dealer can tap this market.



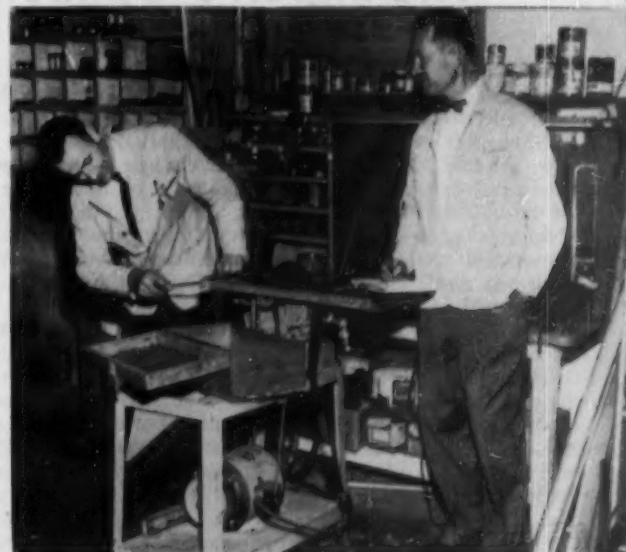
ACCESSORIES must be carried by any dealer with a top brand of stationary tools—most franchises require it. Baack shows Morrison his stock of Shopsmith accessories which he turns several times a year.



TRAINING in the operation of each power tool carried by the dealer will be necessary, Baack advises Morrison. Preferably the dealer should supplement this set-up with a power tool specialist. Baack has Bob Taylor and Joe Orlandino.



FOLLOW-UP SERVICE, not of the tool but of the customer, is required in building a satisfied group of stationary tool customers. The dealer must be willing and able to help customers who return to ask help in their use of tool.



TRADES are not a problem, but they must be handled by any dealer going into stationary tool selling says Baack. However, today there is a seller's market for used tools that have been checked over.

How Do I Build

A Power Tool Business?



WINDOWS like this, well lighted at night, stop more men than any appliance set up. Key to window success, says Baack, is variety—something to appeal to anyone who passes, to fill some need or desire.

"Can I go into the power tool business gradually?" Morrison asked Baack. The appliance dealer was considering taking on a popular quarter-inch drill kit with display, then adding other models, sizes, accessories, etc., as demand was created. Expert Baack felt that he could go into the business in this small way, but he must realize that he would not get volume, he would be limited to a few impulse sales, some gift sales. Baack suggested that the appliance dealer with a serious interest in building a power tool business go into it with the basic department outlined on previous

pages. In addition, the dealer would need to set up a program of advertising and promotion that would help establish the power tool department.

For George Baack's Record Hardware Co., direct mail has proven the most successful medium for promotion. Next are his attractive windows which face a traffic artery used by commuters who come over the Golden Gate Bridge. Third in promotion value, because they can be used only twice a year, are "sawdust parties" which Baack holds jointly with Shopsmith for customers and prospects.



SAWDUST PARTY is semi-annual event for Baack, and is highly recommended by him. Can be held at store, but Baack used community hall. Affair cost Baack \$100, within a month produced \$3,200 in Shopsmith sales.

The Expert's Opinion on Hand Tools

MANY appliance dealers may go into the power tool business successfully without hand tools, says George Baack, but their chances would be better if they stocked and displayed a basic few. He told Morrison that many dealers in power tools will find themselves drawn into carrying hand tools, because of the habits of the customers and his own desire to hold onto these customers.

The dealer in power tools will find that the purchaser of a power tool soon will want to supplement the tool with hand tools. As a rule he will go back to the dealer who sold him the power tool. Then there are appliance customers who would notice a stock of hand tools and become customers, later through exposure become prospects for the dealer's lines of power tools.

However, Baack told Morrison that the appliance dealer didn't have to open a full scale hardware store to be in the hand tool business. A stock of about \$2,500 value in hand saws, hammers, chisels, rules and tapes, planes, automatic screwdrivers, vises and clamps will provide a small department—about 5 feet of wall and counter space. On these tools the dealer will have a 33 1/3 percent margin. Baack suggested that the dealer carry only the best known brands because he would not be in a position to compete with variety and other stores on price lines anyway.



End



One unit on display in the store . . .



and one man at the microphone adds up to . . .

Multiple Room Cooler Sales

Their own daily radio program has helped to bring enough customers to the tiny
Ottawa, Illinois, store of the Knudtson brothers to sell 50 air conditioners a season

IF you have ever listened to the WLS Barn Dance on the radio, you probably have heard the voices of the Knudtson Brothers come echoing over the airways.

For before they opened up their store in Ottawa, Ill. (pop. 16,951) they were artists on the big Chicago station.

Last year they made history by taking a flock of Mitchell room coolers and selling them out quickly and easily. With a store about 20 ft. wide, and nestled right up against Sears and Montgomery-Ward, who also sell air conditioning, the boys were able to dash out and sell their quota of room coolers in 1, 2, 3 fashion.

This year Roy Knudtson and his wife were awarded a trip to Europe for their early purchase of stock.

The Knudtson store is so small that they have room for only one air conditioner. The store carries toys and sporting goods and houses its appliances in the back. It couldn't be a worse setup for appliances, but fortunately, they are going to move into their own building soon, and will handle appliances alone.

The big leverage in their favor is their broadcast over the local station, WCMY.

Don't Talk Coolness in Early Deals

Knudtson's have been able to sell room coolers before the hot season on the strength of what they will do to the humidity in the house. Ottawa is situated in a valley. It has a new Libby Owens factory there which pays very good wages, and the Knudtson boys know how to cash in on their situation.

Russell Knudtson says that he sells a room cooler to a woman on the strength of the way it keeps the house clean and the furniture and rugs dry; on the way it keeps out flies; on the way it keeps the husband chipper. The boys know that the woman's answer to a cooling story will be that Ottawa has only about ten hot days a year and they can put up with it.

These women know that their husbands work in air conditioned factories, come home to hot homes. They know that this sort of thing is hard on their husbands' hearts, and makes it difficult for them to sleep nights.

The Knudtson program goes on the air around noon, and consists largely of a questions-and-answers session, in which the winners can get their prizes only by coming into the store and collecting them.

Set Price by Adding to Costs

Right up against Sears and Ward's competition, the Knudtson boys figure their price by adding 20 or 25 percent to their cost. There are only two owners in the store on the payroll, plus two service men. They figure it costs them less than 20 percent to operate. One of the wives keeps the books, and either Russell or Ray pitch in to do the janitor work.

On their service philosophy, they figure that a service man only has about 30 productive hours on the job during the course of a week. Cost to the store of the service man averages out at around \$5 an hour.

It costs \$25 to pick a trade, set it on the floor and deliver. However, they feel that quick service gives them a competitive advantage over the mail order chains.

End

In a new twist on contests, St. Louis, Mo., dealers sold like crazy to make their wives

Queens for a Day



For every fan, automatic washer or dryer sold, wives of dealers of the Brightman Distributing Co. got points toward a one-day shopping and entertainment spree. Results: the husbands worked, the ladies went to St. Louis

By JACK LANE

THE picture above of dealer wives lined up for a free shopping spree and day-on-the-town proves that while the way to a man's heart may be through his stomach, the way to a salesman's best effort is through his wife. At least that's what Bernie Erlich, merchandising manager of Brightman Distributing Co., St. Louis, decided when he planned his "Queen For A Day" promotion to encourage sales of Whirlpool laundry equipment and Welch fans.

Based on a sales quota point system, dealers were issued points as they bought merchandise during an

eight week period early this year. Points counted toward winning a one day trip to St. Louis for their wives. In all, 42 winners were royally entertained. The ladies spent the night at swank Park Plaza Hotel and then entered a swirl of events starting with breakfast in the hotel and topped off by a rollicking dinner and entertainment on the Starlight Roof of the Chase Hotel.

Highlight of the event was a shopping spree through the Stix, Baer & Fuller department store where the ladies each selected a wardrobe, compliments of Brightman. They chose dresses by Ceil Chapman, shoes by I. Miller and accessories by other internationally famous designers and manufacturers.

Brightman is just rounding out its first year with the Whirlpool franchise and while sales in 1954 weren't too disappointing, they didn't set any records either. Erlich reasoned that the line needed a good, strong promotion that would steam up the dealers and then, having proved that the line could be sold profitably and in large volume, would carry over into a long range, solid sales program. The same thinking applied to Welch fans.

"I figured this way," said Erlich. "We didn't want a flash in the pan promotion. Whirlpool is fairly new in the area we cover because distribution was curtailed for a few years. About 50 percent of our dealers are in rural areas and some hadn't been putting any sales effort on Whirlpool."

"We needed a promotion that would appeal to rural as well as city dealers. I had to be new and different but we wanted to avoid the free trips and vacations that have become so popular lately. These promotions just don't go over with our small dealers who have to close up shop to take advantage of them. Every hour they're away from their stores, business suffers."

Erlich liked the "Queen For A Day" theme because it offered as good an opportunity to win to the small dealers as it did to the large ones and because it featured the dealers' wives for a change. "So many times," said he, "promotions are all for the men. We know that no woman can resist the chance to get togged out in a new



BERNE ERlich (right), Brightman's ad manager, took his Queen for a Day promotion plan to Stix, Baer & Fuller department store for a conference with general merchandise manager Ralph Straub to arrange for prize shopping tour.



NO LESS than 20 mailing pieces were sent out to dealer wives to explain the Queen for a Day promotion, report on standings, and encourage the women to keep after their husbands.



WINNING WIVES were notified by telegraph, and were given special certificates during a tour of the Brightman Distributing Co. Each woman received, too, an album of photographs of her day as a queen.



FINAL EVENT of the one-day shopping and entertainment trip to St. Louis was a dinner party at the Chase Hotel where distributor president Harry Brightman (foreground) played host to the ladies and their husbands.

outfit and we knew that the wives would do more to spur on the dealers than we ever could."

Timing Was Right

Plans for the promotion were made late last December. Erlich worked the whole thing out on paper, contacted officials at Stix, Baer & Fuller, and was ready to open a direct mail barrage to the dealers' wives by the time the first announcement of the promotion was made to the dealers.

Immediately following Whirlpool's closed circuit television presentation of its products early in January, Brightman held an open house in its St. Louis office, then four meetings in the field to acquaint dealers with the "Queen" contest.

It was a natural tie-in, says president Harry Brightman, and did a lot to start the dealers off enthusiastically with the new line of merchandise.

Throughout the contest, Erlich kept up a steady bombardment of

mailing pieces that forestalled any lack of interest. This is what he did:

- Sent a "Queen For A Day" brochure to all Whirlpool dealers' wives at their homes. This explained in detail the point value system and detailed the prizes to be awarded.
- Sent bulletin that showed initial standings of dealers.
- Sent similar bulletin but keyed it to Valentine's Day. Copy read, in part, . . . "good suggestion to your Valentine would be that you are 'Queen For A Day.'"
- Bulletin sent to dealers on Valentine's Day. Theme: "Are you in the doghouse?"
- Bulletin announcing the first two winners.
- Subsequent bulletins announcing progress of contest, using Easter theme, noting two week extension of contest, reminding wives of closing date and an up-to-date list of winners.

Additional mailings, for a total of 20 pieces, kept a running tally of the

contest's progress. Winners received congratulatory telegrams, size forms from Stix, Baer & Fuller, a schedule of events on the "Queen" day and, after the big day ended, publicity releases were sent out to all local newspapers. Finally, each winner received a book of pictures taken throughout the day, showing her activities from breakfast to the wee morning hours.

Did It Pay?

"If this promotion did nothing else it cemented our relations with our dealers and built up dealer loyalty," says Harry Brightman. He feels that goodwill is highly important, especially with small town and rural dealers where business is on a much more personal basis than in some metropolitan areas.

A quick look at some sales statistics, however, proves conclusively that the promotion paid off in dollars and cents as well as in goodwill. Brightman expected that sales during the promotion

would drop off since that is the normal pattern following the Christmas rush. However, sales were up substantially.

During February and March, for example, sales nosed up some 31 percent over November and December, 1954. And sales during the entire contest period of January, February and March, totaled 50 percent of sales for the second half of last year. "This means", says Erlich, "that during the first three months of this year, normally the slowest period of the year, we actually did as much business as we had been doing in the last months of 1954. We feel that the sales increase during the first quarter of this year will probably amount to about a 25 percent increase over normal."

Interestingly, among the winners of the contest, St. Louis dealers sold units equal to from 25 percent to 65 percent of their total sales in 1954. But in the country, small dealers sold units that totaled as high as 500 percent of their total sales last year.

For a closer look at how one country dealer won for his wife, see the next page. →

Queens for a Day

Before She Won

the title as one of Brightman Distributing's Queens for a Day, Mrs. Henry Taylor and her husband, a dealer in rural St. Marys, Mo., studied the sales contest literature, plotted ways to make her eligible for the prize.

"MINNIE hasn't unwound yet," is the way dealer Henry Taylor of St. Marys, Mo., sums up his wife's reaction to Brightman Distributing Co. "Queen For a Day" promotion.

Whether Mrs. Taylor is "unwound" or not, Henry Taylor knows one very important thing: he can sell laundry equipment in tiny (650 pop.) St. Marys in quantities far above his earlier estimates.

During the eight week promotion, Taylor sold 29 pieces of Whirlpool merchandise and "most of it was automatic washers." By contrast, sales for all of 1954 were only eight units.

Henry Taylor is a typical rural dealer in southern Missouri. He carries a full line of major appliances, some electric housewares and he handles farm machinery and equipment. But business has been so poor in farm implements Taylor is currently liquidating his inventory and will devote full time to selling appliances very soon.

When the "Queen For A Day" promotion was announced, Taylor didn't put too much stock in winning it. "I just knew we'd try awfully

hard," he says, "because I knew Minnie wanted to win."

"It's Different in the Country"

"Selling out here in the country is different from selling in the city," Taylor declares. "In the first place, country people aren't educated to these new automatic appliances. It

takes a lot of work and demonstration to show them the advantages but once they catch on, then they want to buy."

Taylor doesn't use any particular system in developing sales leads. He says that St. Marys is so small that either he or his wife know every family for miles around and can decide

on whether they might be a good prospect.

"I know if they've got a machine and I know if they can afford one. I know if their credit is good and I know how to approach them," says Taylor. "One thing I have to do is to give a demonstration in the home. I leave a washer or dryer for a day



How One Dealer's Wife Won the Trip . . .



TO WIN for his wife, dealer Taylor practically had to reverse public opinion in wringer-washer minded St. Marys, in order to sell automatics.



HOME CALLS gave Taylor a chance to sell housewives on the basic idea of automatic washing; he had to explain everything point by point.



FOLLOWING Taylor's explanations this housewife agreed to try washer and dryer for a day. After that her resistance melted and the sale was easy.



After She Won

Mrs. Taylor spent a big day in St. Louis as a guest of the distributor where she was dined and entertained and supplied with a free wardrobe of her own choosing which she wore home and proudly showed to husband Henry.

dealer and he thinks in terms of our local problems when he's dealing with us. And when he offers a special price to dealers that means all dealers, not just the big ones in the city. So we can compete, price-wise, with any of our competitors."

Competition is not much of a problem, however, for most rural people prefer to deal with a businessman they know and feel they can trust, Taylor thinks. He's confident that now he has broken the ice, he can continue to sell automatic washers and dryers in substantial numbers.

Did he pretty well exhaust the market potential during the contest selling? Taylor thinks not, despite the smallness of his home town. His trading area extends well into the surrounding country and Taylor expects to gradually sell all the farms whose owners normally trade in St. Mary's.

"In the month following the promotion," Taylor says, "I sold four pieces of laundry equipment. (This equals half of all those sold last year). Now we're getting into the wringer washer season but in the fall, when wringers let up, I've got plenty of market left for automatic equipment."

or so after I've made my demonstration and let the prospect fool around with it herself. But I know pretty well if she's going to buy."

One thing that helped out was the fact that Taylor had sold two automatics to St. Mary's families about two years ago. "I used these people for testimonials and there's nothing

that convinces a farm housewife like knowing that her neighbor uses and likes a product."

In the past, Taylor sold nearly all LP gas dryers but he says "I knew we had to sell electric ones to win the contest, so I went out and sold them."

Actually, they weren't as simple to sell as Henry Taylor modestly explains

it. He spent many weary hours, including evenings and weekends, breaking open an almost virgin territory. Part of his success he attributes to thorough knowledge of his products which was gained through an effective dealer-distributor relationship.

Taylor says, "I've got to hand it to Brightman. He's fair to the little

... And How She Spent Her Big Day



AS A RESULT of husband Henry's hard selling efforts Mrs. Taylor got her big day in St. Louis. Here she tries on hats at Stix, Baer & Fuller, where she picked out a complete wardrobe, with Brightman footing the bill.



AT LUNCHEON given in honor of wives by the department store, Mrs. Taylor ate with distributor sales manager Ted Lewis, listened to welcome speech by Henry Brightman.

End



A wide variety in purpose, price and color is one of the reasons for the Hedrick Electric Co.'s \$20,000 volume in radios—which means that . . .

This Radio Display Pays \$333 a Foot



FULL EXPLANATION Sales of higher priced sets depend on demonstrations and explanations, and the Hedrick staff takes the time to show the advantages of superior features.



SALES EFFORT When customers like this one come in, even just to pay their bill to radio buyer Gene Bailey, they hear about a new model or a special—such as this leather covered portable.



UNUSUAL VARIETY

Special applications of radio, such as the smallest, most powerful, FM, leather covered models, etc., appeal to a public that wants out-of-the-ordinary numbers.



TRADE-INS

The store sells no radios for less than \$19.95, but finds it good policy to accept trade-ins, within reason, which are put in good working order and resold at bargain prices—but at a profit.



CATALOG DISPLAYS

Even though Hedrick's carries some 200 sets, they can't show everything. So complete catalogs are available for those people who want something different.

By TOM F. BLACKBURN

RADIO doesn't take up more than 60 sq. ft. of floor space in the Hedrick Electric Company's store in Rockford, Ill.

From these shelves are sold 500 pieces a year, which at an average of \$40, amounts to a \$20,000 volume.

That's a return of \$333 per sq. ft.

Veril Hedrick opened up on Seventh Street 31 years ago as a radio dealer. He saw consoles blossom out all over the place and then retreat as table models took their place.

With remarkable perspicacity he built his operation on a belief that even with 100 percent saturation, and with television knocking at the door, radio wasn't going to be booted out of the picture. He early realized that homes were going to have seven or eight radios on the premises, one in every room.

Proof of this is the fact that not over half of his table radio customers bring up the question of trade-ins on old sets. It's still an expanding business.

Every store today carries a few table models on its shelves. The Hedrick difference is that it plans its radio operation and pays attention to it.

The Hedrick point of view is:

1. Radio selling today is a mass display affair, with color and design turning the trick. People want to pick out something that harmonizes with their home layout, and consequently go where they can see the biggest display and the widest range of colors. Hedrick, one of the three largest electronic dealers in Rockford, provides the variety they want.

2. Specialized applications of radio, such as Zenith's Transoceanic models for long distance pick-up, the tiniest radio, leather covered radio, clock radio, FM, and table sets with quality and tone give a line a rounded out feeling. Incidentally, FM radio isn't so hot in Rockford because two FM broadcasting stations nearby have gone off the air.

3. To sell the higher priced table sets, it is necessary to demonstrate and explain them. They cost more because they do more. Three gang condensers pick up faraway stations, and 8-in. speakers give better tone. Gene Bailey, radio buyer for Hedrick, thinks that transparent cases on higher priced demonstrators would be an asset, so the difference may be shown to the prospects.

4. Price levels. No radios tagged

below \$19.95 are sold by Hedrick. Reason is that even one service call wipes out all margin of profit—and prospects can always be traded upward. About 70 percent of radio sales are in the \$40 to \$60 price range.

5. Trade-ins. Hedricks finds it a good idea to take in trade-ins, within reason, on table radio sales. These can be sharpened up and are moved out profitably at bargain levels.

Color Is Inventory Problem

While color and design is the chief motivation for sales, Gene Bailey says, it brings on an inventory problem. The store keeps on hand at least 200 sets at all times. There are three peaks in the year, Mother's day, graduation in June, and Christmas.

Names of seven brands were counted, but Mr. Bailey stated that the firm concentrates on about three. There has been no trouble with various brands, but some distributors are more satisfactory than others.

When a sale is made, and 75 percent of them are on time, the customer gets a 90 day guarantee, and usually carries his purchase home with him. Virtually all radio repairs are made in the shop, and thus the owners escape the minimum home call charge of \$5 (made on TV).

Eleven Service Men

The Hedrick Electric Co. has eleven service men, five of them working on electronics exclusively. They bring in a lot of replacement business by tipping the sales end off on repair jobs which will cost a lot of money. Home of the service men is in the basement, where \$1,000 in repair parts are carried.

While Hedrick started as a radio house 31 years ago, its inventory is greatly diversified today. Besides television and radio—all brands—there are Youngstown kitchens, records (in another room) white goods, sewing machines, cleaners and electric housewares. Hedrick buys church groups for audiences at 50¢ a head, and makes out well with sales to them.

Advertising produces most of the store's leads, and there is considerable walk-in business, inasmuch as Seventh Street has become known as appliance row. The store did a great deal of house to house soliciting in the past, but the growth of discounting in Rockford today is making this difficult. End



HIGH STYLE, "Early American" kitchen created by Rich's of Atlanta was one of eight built as a permanent promotion to take advantage of interest in fashion and color.

Selling Fashion in Kitchens

THE sale of all-electric kitchens in Georgia is big business—as of right now. One of the South's largest department stores, Rich's of Atlanta, has launched a selling program on kitchens which bids fair to make Atlanta and nearby areas of Georgia one of the best kitchened sections of America.

The selling plan originated entirely with Rich's and behind it is a story of confidence in improved buying habits, of faith in future selling and of careful planning to execute the selling details. Kedric I. Matthews, head of Rich's appliance department, tells the story.

"We are selling fashion in kitchens today," says Matthews. "We sell style,

color, utility, design and efficiency—in short, we are selling kitchens. As editorials in *ELECTRICAL MERCHANDISING* have pointed out in recent months, the sale of complete kitchens involve no price-cutting, few trade-ins and little cut-throat competition. It is fact that, as of today, the sale of all-electric kitchens must be regarded as one of the number one merchandising opportunities in America. That phrase 'the kitchen of tomorrow' is out of date. They are right here today—in almost every style, color and arrangement any housewife ever dreamed of.

"We realized this when we first saw the colors and designs of the new units which General Electric was bringing out. Here, staring us right

in the face, was the best merchandising opportunity we had ever had—and we got excited over it. Our excitement sprang from the realization that kitchens had finally become items that could be sold singly, just as refrigerators, ranges or other individual units are sold. They had become sales pieces in themselves. With the newly designed kitchen units, we could also sell a lot of related products—wall-paper, tile, paints, ventilating fans, linoleum and other accessories—as well as a host of electric housewares. I repeat, it was a number one opportunity for merchandising and we got excited about it right away."

When Matthews speaks of "we", he means Ben Gordon, president of

Rich's; W. E. Brown, appliance merchandise manager; David Dunay, designer and display manager; the store's buyers, and himself. In fact, when a conference was held after the first showing of new models, every official of the store and of the appliance department was unanimous in recognizing the opportunity for a kitchen selling program in Atlanta and vicinity.

"As sold as we were on the opportunity," says Matthews, "we immediately went to work to sell General Electric and W. D. Alexander, G-E distributor in Atlanta, on our plans. Our proposition was that Mr. Dunay, our display manager and designer, (Continued on page 116)



IN 11 HOURS on opening day approximately 10,000 people surged through the eight-kitchen display. Demonstrators from the distributor helped answer questions. At the end of the first month displays had been seen by 225,000.



20-FOOT KITCHEN in largest display window of Rich's Store for Homes offered appeal of fashion as well as efficiency, helped with newspaper advertising and direct mail to draw crowds into the ground floor displays.

New colors and high style designs made it possible for Rich's of Atlanta to open an eight-kitchen display that attracted 10,000 people the first day and is moving kitchens now at an average price of \$3,200

By **AMASA B. WINDHAM**



TWO-PAGE newspaper ad in four colors which announced the Rich's kitchen exhibit followed the fashion and color themes. Supervision was exercised by K. I. Matthews (left) and W. E. Brown (right), of Rich's, Vernon Phillips of G-E.



HOUSEWIVES, sold by the fashion and color approach, signed orders for future delivery on the spot. The thousands of prospects who did not buy at once will be followed up by outside salesmen.



Dick Herdman once sold small appliances to build traffic. They lost money. But he did the unexpected—and today . . .

He's Riding High With HOUSEWARES

"Editor Recommended"

This is a deceptively simple story. It's so simple that at first we overlooked the important fact that it offers one logical and workable solution to the problem of achieving both volume and profit in electric housewares.

Four Policies Make a



THREE PRICE LINES.

Herdman shows a customer two of the three price levels available in percolators. Salesmen start with highest priced unit, switch to cheaper model if necessary, always gets list.

"WE make electrical housewares merchandising a business, rather than a subject for price footballing!"

That's the way Dick Herdman, of Herdman Electric Co., Greeley, Colorado, sums up the merchandising policies which each year sell a \$23,500 volume of electrical housewares in this agricultural center of 25,000 population.

"About five years ago we realized that we were going the way of all too many dealers in attempting to use the electrical housewares department primarily as a means of building traffic," Herdman says. "Dealers all over our trading area of approximately 67,000 population were clubbing small electric appliances with major appliances, offering trade-ins, and otherwise selling electrical housewares at prices which destroyed almost any possibility of profits."

At the same time, the Colorado retailer says, the tendency in the electrical housewares department had been to allow inventory to dwindle to the point where only highly promotional stock was left. Disappointed in the revenue produced by the department under circumstances as they existed, Herdman pulled up on the reins and "took a long look" at the electrical housewares picture.

"We felt that we were on the wrong track," he says, "and that with a trad-

ing area of our size, made up for the most part of farmers and ranchers who were enjoying excellent incomes, we were going at the electrical housewares market in the wrong way. Consequently, we decided to increase the electrical housewares inventory to a size which would prove impressive to any visitor, and which would insure our becoming known as a small appliance center. Along with this, we decided to concentrate small appliance promotion on specialized types of customers, with direct mail as the major line of attack. Then we made up our minds to concentrate on better priced, accepted electrical housewares lines which show a far better profit return."

All of these things were done, including the establishment of an amazingly complete file of potential electrical housewares buyers throughout the entire county area which Herdman Electric serves. In a four drawer steel file names of prospective purchasers in the territory are broken down into farmers, ranchers, village dwellers, Greeley residents, racial groups, students, and other categories.

Direct Mail Has a Target

To this list of more than 20,000 names, Herdman regularly sends huge broadsides of direct mail, each chosen for its appeal to a specific group, and made up for the most part of manu-

\$23,000 Volume



PARTS AND SERVICE.

Thousands of small appliance parts are carried by the store. Cabinet of spare iron parts impresses customer, often can be counted on to help get store repair jobs as well as sales.



DIRECT MAIL.

Nearly once a month Herdman sits down and plans a mailing. Store's file of 20,000 names is broken down into various farm, city and racial groupings; mailings are selective.

facturer's folders and literature.

"There is no such thing as a budget," Herdman says. "When a new electrical housewares item comes on the market, we immediately blanket our entire potential-customer list with news of it, suggesting that the prospect visit the store and let us demonstrate the appliance. In between, we attempt to keep sales balance on 14 types of electrical housewares with correctly slanted direct mail. For example, several times a year we broadcast as many as 5,000 folders on an electric coffee maker, aiming each at the husband, where possible, with the inference that the percolator will make an excellent gift for his family. During the month before high school and college graduation, we sent out hundreds of folders on portable clock-radios, ideal for college use, to parents of students on our list. Our heaviest campaigns are during the two weeks prior to Mother's Day, and again at Christmas time. While it is true that most manufacturers' direct mail is largely general, we have found that we can pick our market closely enough through our categorized list to make the suggestion timely and acceptable."

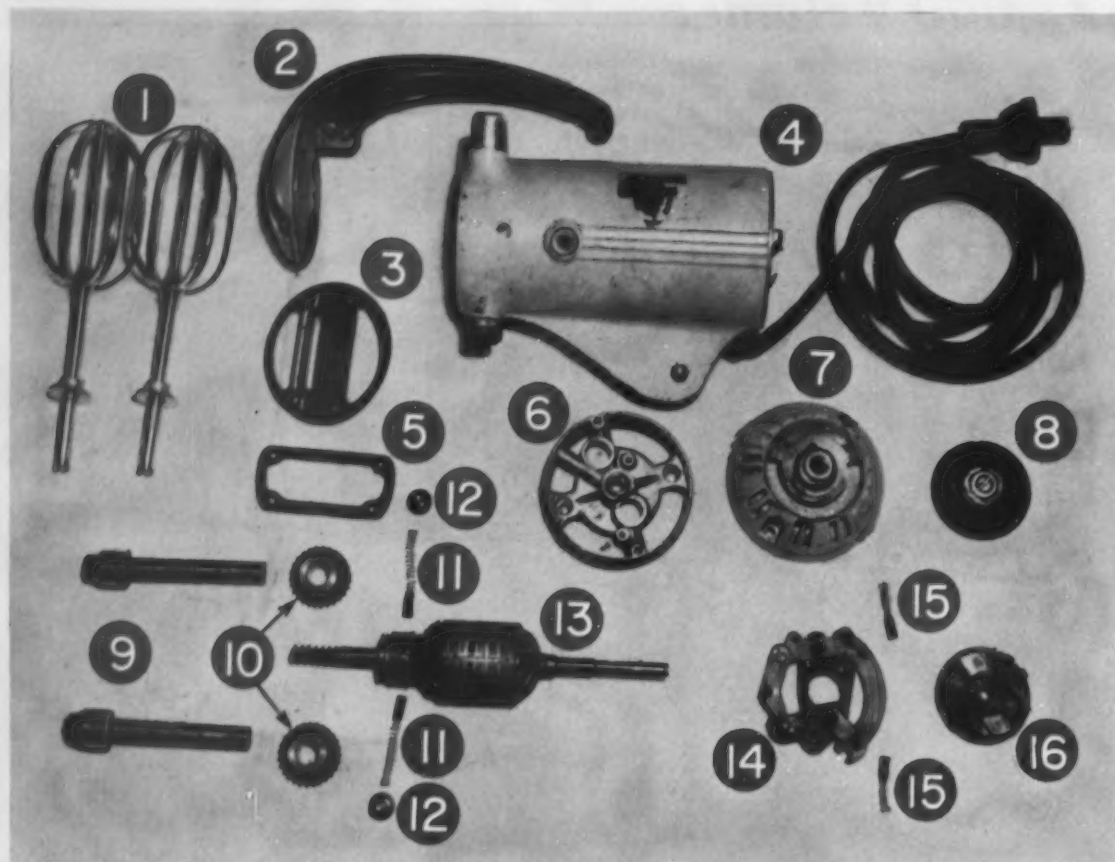
As an example of how well this carefully broken down categorizing of direct mail has worked out, during last November and December, from 1,000 pieces of direct mail sent to farmers
(Continued on page 124)



BIG INVENTORY.

Today Herdman carries about \$7,400 in small appliances, the majority of which is shown in a 30-foot mass display. But the firm limits its stock to about eight of the area's best-selling brands.

1. Beaters
2. Handle
3. Gear Case Cover
4. Housing
5. Gear Case Cover Gasket
6. Rear Motor End Frame
7. Rear Housing Cap
8. Control Dial
9. Spindles
10. Gears
11. Commutator Brushes & Springs
12. Carbon Brush Caps
13. Armature
14. Resistor
15. Governor Brushes & Springs
16. Governor Disc Assembly



Successful Small Appliance Service

In this fourth article in our series your serviceman-in-training will learn a quick, seven-step testing method and professional techniques for repairing the motor, replacing bearings, and even the freeing of jammed spindle shafts

4. REPAIRING MIXERS

By P. T. BROCKWELL, JR.

ALTHOUGH there are minor mechanical differences in the various makes of mixers, a striking similarity both in operating principle and in the development of domestic food mixers will work to our advantage in this discussion. Indeed, about 95 percent of the mixers you will be called upon to service will have the latest type speed control. The older models—not many of which are still in service—employ quite simple speed controls and while you seldom may have to service one of these, a brief description of the earlier types is included further on in order to make this text complete.

Components

The Motor used in nearly all domestic mixers is the series-type commutator motor, frequently referred to as a universal motor which means that this type may be used either on direct, or on 0-60 cycle alternating current.

The Gear Case in some makes contains two worm gears—one for each beater spindle—driven by a worm which is usually formed in one end of the armature shaft. In other makes, a train of spur or helical gears is employed to accomplish the same purpose, in which case the end of the armature shaft is machined into either a pinion or a coupling. A few models feature three beaters.

As the gear case must be charged with grease, a felt or similar packing washer or seal is used where the spindle shafts emerge from the gear case.

Speed Control. Most of the earlier models were equipped with a three-speed rheostat; others employed either the tapped field or the movable brushholder method. The first two

are similar in that they constitute a variable resistance. The third utilizes the principle whereby the speed may be varied by slightly rotating the brushes concentrically with the commutator. Virtually all of these, however, have been superseded by the centrifugal governor.

One type of centrifugal governor comprises a set of spring-loaded arms, attached to the armature shaft, which are gradually impelled outward by centrifugal force as the motor gathers speed. The springs in this type are so designed that the arms do not reach their outer extreme until the motor has attained its full speed. Then, as the motor slows down, the springs pull the arms toward the starting position. Thus, the arms of the governor

assume a definite position for every speed variation. For example, the arms will be fully extended at full speed; half, at half speed; one-quarter, at quarter speed, and so on—with proportionate changes in between. This gradual movement of the governor arms is transmitted by mechanical means to the governor switch which is opened and closed intermittently to maintain the speed selected on the control dial. Setting the dial at a lower speed shortens the required travel between the governor actuating member and the switch; moving the dial to a higher speed increases this travel. There is not, however, a complete cessation of power with these rapid openings of the governor switch. To prevent "bumping" and to reduce arcing at the switch points, a resistor and a condenser are connected in parallel across the governor switch terminals.

Though all centrifugal governors

Editor's Note: The fifth article in this series on small appliance service, Repairing Roasters will appear in the September issue of ELECTRICAL MERCHANDISING.

utilize a similar principle, there is another somewhat different method of operation by which the same purpose is carried out. To state it simply: the governor arms in this type must move to their outer extremes by centrifugal force to open the governor switch at any speed—even the lowest. Speed control is accomplished by varying the pressure on the governor arm spring (or springs) through the control dial. Increasing the pressure obviously forces the machine to run faster in order to throw out the governor arms against this opposing tension, while a very light pressure would cause the motor to creep. Hence, numerous speeds are possible between these two extremes. As in the preceding type, this governor control also requires a resistor and a condenser to prevent pulsating operation which would otherwise be present in all but the highest speed.

Doubtless, you have already gathered that the two distinguishing characteristics of the governor-type speed control are: (1) a wide range of speeds, and (2) that the full power of the motor is available at any speed.

Radio Interference Suppressor. Nearly every make of mixer is now equipped with a radio interference suppressing condenser which is connected across the line terminals. A third wire leading from this condenser is grounded to the motor body.

The Beaters are locked into the spindles by snap-action (usually ring-and-groove) in many models; in some others, by a yoke and set screw arrangement. Exact radial positioning is assured by a squared, keyed, or slotted end on the beater shaft which fits into a corresponding socket in the spindle.

The Beater Ejector is a convenient feature on many models using snap-action beaters. This simple mechanism enables the user by flipping the handle or by pushing a lever to partially eject the beaters with little effort.

Juicer. This attachment, consisting of a spouted bowl, a strainer, and a reamer, is usually driven by one of the beater spindles.

Other Accessories are available by the score, some makes requiring a power unit (an extra gear box for speed reduction and power increase) between the spindle and the accessory. A few brands feature a self-contained auxiliary gear train so that the accessories may be attached directly to the mixer motor.

Testing

For simplicity—a single, seven-step testing procedure is presented here for all mixers. And while this plan is intended for mixers equipped with the governor-type speed control, the procedure is easily adapted by merely omitting the references to the governor when testing models without this feature.

As emphasized in a preceding installment, it is most desirable to explore first every external analysis to learn the cause of failure before dismantling an appliance—and mixers are no exception. To this end, therefore,

we begin the test with a visual examination of the motor assembly. Be sure to pad the workbench surface to protect the finish of the machine, then proceed as follows:

1. Before connecting the motor to the tester (See EM, April '55), check all these exterior parts for possible damage: handle, control dial, carbon brush caps, beaters, and the beater ejector—if the mixer is so equipped. If the beaters are broken or bent, insert a new set temporarily in order to check the alignment of the spindles. If it appears that the beaters would clash when running, you must, of course, time the spindles to correct this fault before returning the machine to the customer. Now look for evidences of oil leaks around the spindle bearings and at the gear case cover. Make brief notes of every detail as you go along to avoid overlooking any when you do the repair work.

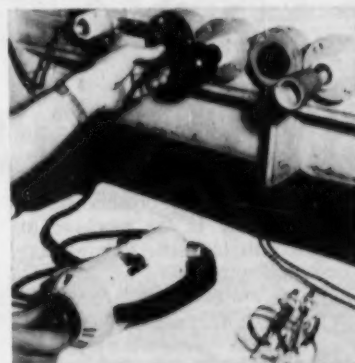
2. Remove the beaters, set the control dial at the highest speed and leave it there until you reach step #7. Connect the mixer cord set to the series test receptacle for the continuity test through a 25-watt lamp. If the test lamp flickers on and off or if it does not light at all, try to isolate the open circuit or loose connection either to the cord set or to the commutator brushes in this manner: stress-test the cord, being careful not to jar the motor; if this does not reveal cord trouble, with one hand hold the motor above the workbench and with the heel of your other hand bump the motor housing near the carbon brush caps. If carbon brushes and/or springs are worn out, this bumping may cause the test lamp to flicker. Replace brushes, springs, or attach a test cord—whichever is necessary to continue the test. If the test lamp stays on but varies in brilliance when the motor is shaken endwise, this may indicate either a faulty governor switch or worn-out governor brushes—if the motor under test has governor brushes. (Do not confuse this type of testing flicker with an on-and-off flicker.) However, if all these efforts fail to establish an unwavering closed circuit, partially dismantle the motor to the extent necessary to test the internal parts separately. If the test lamp glows steadily, continue as follows:

3. Disconnect the mixer from the series tester and test the motor for grounds with the prods. Be sure to touch one prod to both terminals of the attachment plug and the other to an unpainted metal part of the motor housing. If grounded, remove the commutator brushes and repeat the test, for this will enable you to isolate the ground to one of two general sections—the armature or the rest of the motor. If this test discloses that the fields, the controls, or the wiring may be grounded, enough of the motor will have to be exposed to test these parts separately. Although the radio interference suppressor is rarely the cause of a ground, you can quickly eliminate this possibility by disconnecting the third wire which runs from this condenser to the motor housing. If the

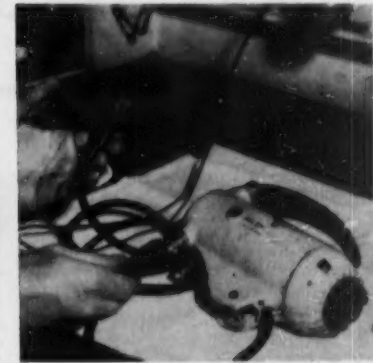
Seven Steps to Test a Mixer



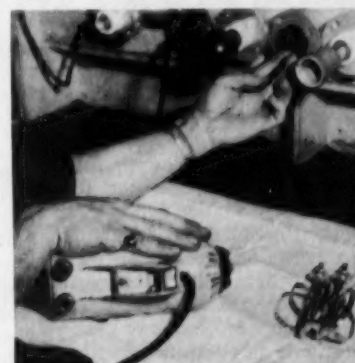
1 Visual examination may save unnecessary disassembly. Check all exterior parts for possible damage, including carbon brush caps, dial, beaters.



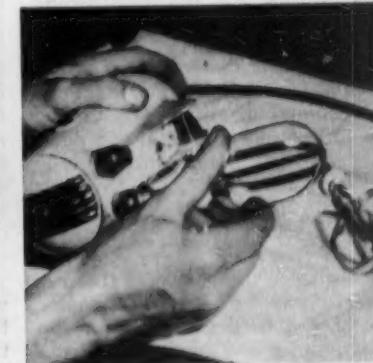
2 Connect cord to tester for continuity test through 25-watt lamp with mixer set at highest speed. Flickering lamp indicates open circuit or loose connection.



3 If the test lamp glows steadily remove the mixer from the test circuit and test the motor for grounds with the prods on plug and metal case.



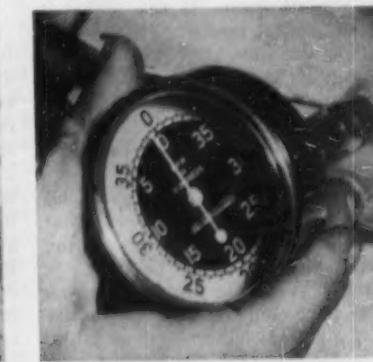
4 If there are no grounds in motor, connect mixer to tester with 1,000-watt heater coil in parallel with lamp. Lamp should dim considerably.



5 If motor does not run freely in step 4, disconnect mixer and locate seizure by inserting one beater in spindle and turning it by hand.



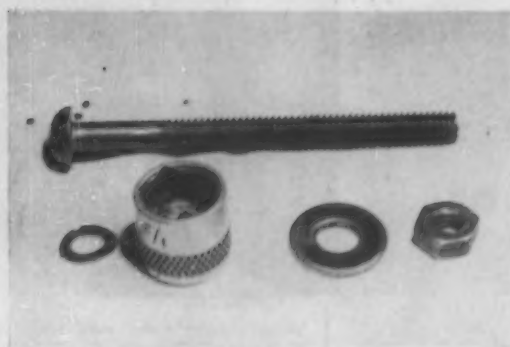
6 If armature rotates freely and there is a closed circuit in motor, connect mixer to power outlet and run at full speed to check for overheating, etc.



7 With motor still connected as in step 6 watch the ground indicating lamp as you try mixer at all speeds. Use tachometer for precise speed check.

MORE ➔

Making and Using a Bearing Tool



IMPROVED bearing tool consists of a machine screw with a head small enough to pass through the bearing aperture. Below the screw are a lead washer, socket, common iron washer, and nut. Socket is used more often in withdrawing bearings.



TO REMOVE bearing screw is slipped through, socket is fitted over bearing boss, iron washer and nut put on, then the nut is tightened to draw bearing out and into the socket. Lead washer is used in the installation of bearings.

REPAIRING MIXERS (continued)

motor is not grounded, proceed as follows:

4. While holding the motor to the workbench padding to prevent its rolling, again connect the mixer cord set to the series test receptacle and close the switch on the tester which connects the 1000-watt heater coil in parallel with the 25-watt lamp. As you flip the tester switch, the lamp should dim considerably and the motor should run at nearly full speed. If it does run freely at full speed, skip step #5. If the motor hums but does not run, or if it labors, this denotes binding and you must disconnect the cord immediately; then continue as follows:

5. To locate the point of binding, jamming, or bearing seizure, insert one beater into a spindle and try turning it a little by hand, first in one direction and then in the other—but do not exert too much force. Now try this same maneuver with the beater in the other spindle, or spindles. If there is very slight free movement—amounting to no more than the play between gear teeth—in the spindles, you have isolated the seizure to the motor. But if one spindle is rigid, obviously, that one is jammed. If any spindle can be turned rather freely to a greater extent than the play between gear teeth, the gear on that spindle either may be stripped or loose on its shaft. If the motor is jammed, expose enough of the interior so that you may try revolving the armature by hand; this will enable you to learn whether the bearings have seized or some part of the armature or its appurtenances are striking a stationary part of the motor.

6. At this stage it is assumed that the armature will rotate freely and that there is a closed circuit within the motor, but no short circuits nor grounds. With the beaters removed, connect the cord set to a power outlet and the ground indicating lead to the motor housing and run the motor at full speed for a few minutes. Check carefully these five points: irregular speed, overheating, burning odor, smoking, and excessive arcing at the

commutator—as any one may indicate a faulty armature, provided there is no binding in the mechanism and that the commutator and brushes are in good condition. If the machine responds to this test satisfactorily, continue as follows:

7. With the motor still connected as in step #6, watch the ground indicating lamp as you test the motor through all the other speeds by gradually turning the control dial from the full speed position all the way to off. If there is no speed change near the high or low extreme on the dial, the governor may need regulating. If the motor operates at full speed on all dial settings, including off, this indicates a short circuited governor condenser in many makes; while full speed on all positions except off may indicate a stuck governor switch. A pulsating operation in all speeds except full usually indicates an open resistor. If there is smooth operation and a speed change at each step, and if the motor stops at the off position on the dial, you may be reasonably certain that the machine is functioning properly. For the finishing touch, however, check the spindle speed with a tachometer and compare the result with the manufacturer's recommended speed in your service manual for the make under test.

Prelude to Expert Servicing

Use genuine parts exclusively, avoiding bargain counters when purchasing mixer parts. In some communities, certain items—such as resistors and condensers of similar specifications to the original—may be available as bulk electrical supplies for a few cents less, and perhaps you can adapt some of these to several makes, but the adaptation often will lead to butchering and unnecessary additional labor expense. Don't let fancy price lists lure you away from a genuine-parts-exclusively policy.

Bear in mind, too, that no small armature is worth rewinding if a new one is obtainable—whatever the apparent saving. Armature burn-outs in mixers are rare, but when you do need

a replacement, install a new one with complete assurance that it is all new and that it is in perfect balance.

Also, your miscellaneous hardware stock should include armature shaft shims for every make you service so that you will not be tempted to improvise these seemingly unimportant parts from unsuitable fibre washer assortments when re-installing an armature. You will note as you go along that these shims are made from many different materials, such as fibre, spring steel, self-lubricating powdered metal, aluminum, felt, and others. Each has its place and purpose.

A kit of carbon brushes and springs may be a useful collection in a parts inventory to draw on for patching-up obsolete appliances, but do not ever select your mixer brushes or springs from it. The brushes and springs supplied by each manufacturer for his own make are carefully selected to suit the motor for which they are intended. Therefore, with genuine brushes and springs, it is very unlikely that a motor will run on the springs alone after the brushes have worn out. Conversely, if improper brushes and excessively long springs are used, three adverse forces begin a series of damaging effects on the motor: (1) an added frictional load is immediately imposed, (2) abnormally rapid wearing of the commutator, and (3) the excessively long springs will permit the motor to run on the springs alone after the brushes have worn out—resulting of course in a ruined armature and possibly other costly damage.

The best investment you can make, therefore, in your customer's behalf—and in your own future—is the replacing of inoperative parts with new, genuine parts.

Servicing the Motor

Armature. No electrical appliance is improved by unnecessary dismantling and re-assembling, but when you must take a mixer motor apart to the extent that the armature is to be removed, follow these precautions carefully:

Clean the workbench surface and

pad it with a thoroughly clean, dry cloth. Make certain that there are no fragments of steel wool, grit, filings or the like anywhere near the work area. If possible, have ready a small, covered cardboard box in which to put the armature for safe keeping while you are working on the rest of the motor. Place a tray for small parts toward the back of the bench, and lay out your tools to one side of the work area so that nothing will be likely to get under the motor housing and mar the finish. One more thing—lock up your hammer and chisels and give the key to someone else, please.

Now if the armature has responded favorably to testing procedure steps #3 and #6, inspect it immediately on removal from the motor for surface damage and/or faults, such as: loose commutator leads, smoked or uneven commutator, worn or bent shaft, and evidences of burned windings.

A slightly smoked commutator often can be cleaned with a good grease solvent, such as carbon tetrachloride. To do this, make a pad of cloth about the width of the commutator and long enough to encircle it, saturate the cloth with the solvent, then squeeze the pad tightly around the commutator with one hand while you revolve the armature with the other. If this scouring is not effective, cut a strip of very fine sandpaper, 4/0 to 8/0, no wider than the commutator, but long enough to encircle it and repeat the process described above using the sandpaper instead of the cloth. Be careful that the edge of the sandpaper does not touch the windings and that no grit gets into the windings. If the commutator is uneven, however, it will have to be turned down by a machinist.

The armature should be replaced if your inspection reveals loose commutator leads, severely damaged commutator, defective shaft, burned windings, or grounds.

An unbalanced armature, easily detected by violent vibration of the motor at full speed, is an extremely rare fault in food mixers, but every household has an amateur mechanic and when one of these hammer-happy handy men sails into a mixer motor anything can happen! Armature unbalance may be caused by a bent shaft, lost or improperly placed balancing or insulating wedges, improperly positioned or broken governor member and/or cooling fan, or by any other damage which would alter perfect distribution of the weight of the armature. You can, of course, replace some damaged appurtenances on the armature, but if the armature proper is out of balance you must send it to the factory for balancing; don't attempt this operation yourself.

Assuming that your tests have revealed that the armature is all right, clean the shafts by rubbing them vigorously with a cloth moistened with carbon tetrachloride and put the armature in a safe place until you are ready to assemble the motor.

Bearings. To clean sleeve bearings, tear off a strip of clean dry cloth about
(Continued on page 139)

Try these methods
of collecting from
delinquent accounts . . .



Before You Get Tough About Credit

ONCE upon a time there was a standard collection practice of scaring the lagging debtor to the point of near apoplexy. It was recognized as the best and surest method of collecting the slow pay accounts of an appliance dealer. Threats of violence and of turning loose the long-fanged hounds of the law were also effective.

Today it's a different story, for the dealer who tries such collection methods will not only find himself soon out of business but getting almost no results at all. Only in rare cases does it pay to "get tough," and in such instances one gains only possible collection (less the attorney's fees and court costs) and always loses not only one customer but probably many more.

Many appliance dealers throughout the country are devising ways and means of handling the credit problem, and from the plans they have already used successfully, we are summarizing some points on "how to collect without getting tough."



(1) **Be Personal In Collecting** Standard form letters have many virtues and should not be discarded, but they have become so standardized that in many cases they mean nothing

to the person who receives them. Taking the same collection letters and turning them into **personal letters** between the dealer and the customer will increase their effectiveness.

(2) **Understand The Account.** This is the advice offered in every instance. Experienced men point out that there are many reasons why people fail to pay their accounts. Good collection procedure calls for first finding out the reason for the failure to pay and then taking steps adapted to that reason.

(3) **Convert Open Accounts To Installment Contracts.** Many customers in days past have purchased a great deal on open accounts and always met their bills. Suddenly they find themselves with reduced income and unable to meet a large accumulated account. Whenever it is possible to do so, through nature of the goods sold, such a customer will be more than amenable to a suggestion that an installment contract, which one can sell at a bank or finance company, is the way out of his current difficulty.

(4) **Refinance High Payment Contracts.** Many customers have incurred obligations calling for large monthly payments and today find it most difficult to make these. Refinancing of the balances due on such installment contracts can cut down the monthly payments and make the job easier for that customer.

(5) **Don't Be Afraid To Ask.** Far too many dealers feel that they will anger customers by personal requests for payment on lagging accounts. They let them lag and, in the end, have to resort to the unpleasantness of legal collection to get the job done.



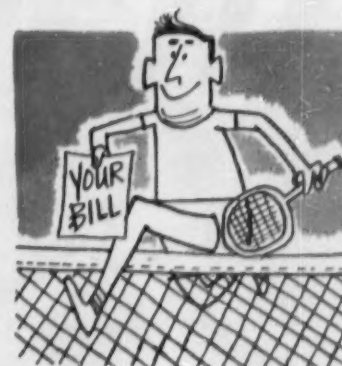
(6) **When Lawyers Are Necessary, Be Sure To Use The Right Ones.** A friendly and understanding lawyer can collect much more successfully and keep good customers for you, than the type who marshals all of the fearsome threats of the law in making collections. Some lawyers are gifted with the ability to collect accounts without making enemies. Search out one of these in the community and let him do your collecting.

(7) **Attempt To Forestall The "Can't Pay" Time.** This should be a definite part of every firm's credit program. If you can help customers from accumulating too heavy a load, you will prevent such instances as we have mentioned above. Most of us know a good deal about our best customers and when their obligations, not only with us but with other firms as well, are assuming too large proportions, it is time to start thinking about ways and means of handling that particular case then and there.

(8) **Stay Clear Of Halfway Measures.** The most fruitless of all collection methods is the halfway procedure which is neither fish nor fowl. If a "get tough" policy is decided upon

for certain individuals, with whom only such a method can get results, then you should make certain that you are ready to follow through all the way. The same holds true for others. Good collection procedures are firm and determined, never wishy-washy. They must always be designed to convince the customer that a statement made will be followed through, that it is not just a "threat."

(9) **Help Customers With Their Financial Problems.** It is amazing how many folks have no understanding of the simplest methods of getting themselves out of financial holes into which they have fallen. Oftentimes one can explain how such an individual can pool all of his bills into one loan from a bank or finance company, and then be able to handle his payments on a reduced monthly basis, and avoid perpetual "hot water" trying to meet too many obligations at one time.



(10) **Appeal To The Sense Of Fair Play.** Most Americans have an inborn sense of "fair play" and are loath to take advantage of anyone else. A lot of debtors fall into this classification. (Continued on page 154)

They Put the Emphasis on REFRIGERATION

Ace Appliance Co., Memphis, Tenn., runs original ads, uses the user, has a trade-in program, a rental program and a sales training course that practically guarantee a \$225,000 volume—most of which comes from refrigerators

L. E. Gatlin, co-owner and operator of Ace Appliance Co., in Memphis, Tenn., has a team of salesmen which specializes in selling refrigerators—to the tune of more than a quarter-million dollar volume in 1953 and 1954, and the company's aim is almost double that for 1955.

Obviously, when you can develop a sales team that can consistently move refrigerators—as well as television, air-conditioners and washing machines—you've got a formidable business asset. Because despite high saturation, the average appliance dealer finds that there are few better bread-and-butter items than the refrigerator.

Gatlin, head of one of Frigidaire's largest retail outlets in Memphis, lists almost a dozen ways in which his firm is able to sell refrigerators in the tough, competitive market of today. He uses every possible sales method in the book—advertising, using the user, promotions, service, display, financing, rentals, trade-ins and a superior sales training plan—but he gives each of these sales factors an individual touch which makes the total sales program an unusually successful one.

Take advertising, for example. Gatlin feels that the usual refrigerator advertising copy is probably the most hackneyed and uninspired of all writing. His solution is to try to get something different or at least, some of his own personality into every ad he uses by rewriting the manufacturer's or distributor's copy himself.

Best Results Sought

"When you spend 3.61 percent of your gross annually for advertising you ought to get the best results possible from it," says Gatlin. "I try not only to fit my copy to the refrigerator, but also to the Memphis mar-

ket and to the type of customer we are trying to reach."

As a specific example, he points to one of his current ads in a Memphis daily, which not only describes the attractions of the new refrigerator itself but includes a big box which informs the public that Ace Appliance Co., can use 50 used refrigerators immediately and that now is the time to think of a replacement because the company can give a better trade-in offer in view of its need for used units.

"I believe too many dealers spend too little time preparing their advertising," says Gatlin, "and too many of them leave it in the hands of advertising agencies or outside copy writers. The dealer ought to get more of his own personality into his ads."

Gatlin's promotions of refrigerators are not promotions in the strict sense of the word. He will decide a week or so in advance that the time is ripe to increase the sale of refrigerators because of seasonal opportunity, arrival of new models or increased selling competition. At this weekly sales meeting, Gatlin tells his staff that during the campaign period they must sell a certain quota of refrigerators. Sales of other appliances may drop (indeed, are expected to) but refrigerator sales are expected to rise in proportion.

In other words, when Gatlin wants to step up his sale of refrigerators, he puts the burden strictly on his salesmen rather than depending on advertising, give-aways or come-ons. The salesmen then know they are expected to concentrate on selling refrigerators, even though they may have easier sales of television, air-conditioning and washing machines in sight. This is by no means a harsh command or
(Continued on page 150)



THROUGH CONCENTRATION. When Ace Appliance wants to sell refrigerators, the salesmen put their effort into refrigerators—even though other products may slip.



THROUGH ADVERTISING. Partner L. E. Gatlin (left) never runs a straight refrigerator ad mat. He always adds some touch of his own—like a box which offers to buy 50 used refrigerators.



THROUGH SALES TRAINING. Every new salesman at Ace Appliance is on three months trial, during which he decorates windows, makes service calls, observes other salesmen, studies at home.

ANDERMAN FURNITURE, Madison, Wis.
SELLS 39 LEWYTS IN 10 DAYS!

S&N KATZ, Indianapolis, Ind.
78 LEWYTS SOLD IN 35 DAYS!

KULUVAS DEPARTMENT STORE, Kansas City, Mo.
SELLS 15 LEWYTS IN 6 DAYS!

VACUUM CLEANER CENTER reports
43 LEWYTS SOLD IN 35 DAYS!

FOX and MURPHY, St. Louis, Mo.
Sells 16 LEWYTS IN 10 DAYS!

DEALER...after DEALER...after DEALER reports

LEWYT SALES AT ALL-TIME HIGH!

Every day new reports pour in! In Manitowoc, Wis., a dealer sells 7 Lewyts in 1 day... in Northampton, Mass. a dealer sells 27 Lewyts in 6 days... in Brooklyn, N. Y. a dealer sells 17 Lewyts in 1 day! Backed by Lewyt's 16 exclusive features and big \$2,000,000 ad drive, stores everywhere are making vacuum cleaner sales-history! Get YOUR share—display and promote the LEWYT on BIG wheels NOW!

DO IT with LEWYT

LEWYT CORPORATION, Dept. M-8, 84 Broadway, Brooklyn 11, N. Y.

ELECTRICAL MERCHANDISING—AUGUST, 1955



Also sold through leading Canadian Distributors

5 Tips on Selling Kitchens . . . and 5 More

Successful kitchen dealers tell us that these are some of their best methods of building kitchen sales. None of them are elaborate — but they all work



1 The variety, extent and quality of the kitchen work of Larry Devlin, San Mateo, Calif., is impressed on potential customers by this gallery of isometric drawings of his designs. The display gets a choice spot in the store.



2 Sidewalk traffic is attracted by this eyecatcher in window of Gray Minor, Oakland, Calif. The sample board of Geneva cabinet colors is for use inside, but helps draw prospects. Counter is part of kitchen.



3 Color drawings mounted in personalized folder are prepared by dealer Carl Hagstrom (seated) for presentation to prospects contemplating extensive remodeling jobs where the volume involved justifies the extra cost.



4 Photos of proposed new kitchen as represented by models are taken in the prospect's home by Malcolm Kelly, Longview, Wash., with a Polaroid Land camera, and a print, developed in one minute, given to her.



5 A contest to design store's new display kitchen drew 75 entries for Malcolm Kelly. Contestants came to store, received planning book, got help of staff, designed the kitchen, became interested in one of their own.

1 Take qualified kitchen prospects to homes of satisfied customers. Enthusiasm of the customer will count more than dealer's promises. Finished kitchen in use clarifies fact with prospect that dealer can really produce what he says.

*General Appliance Co.,
San Francisco*

2 Keep a portfolio of letters received from customers following completion of kitchens. Tactful suggestion can encourage such letters. They can be kept in folder, used on prospects early. Like visits to kitchens, they point out that dealer is successful, can produce what he says.

*Gray Minor,
Oakland, Calif.*

3 Use 3-Dimension viewer with full color slides of before and after of kitchens completed. It impresses prospects and gives them many ideas, helps dealer sell up.

*Superior Home Supply,
San Francisco*

4 Portfolio of clippings of kitchens collected from home magazines can be used to broaden prospect ideas, encourage action, helps sell up.

*Superior Home Supply,
San Francisco*

5 Store's complete, working kitchen is made available to any local organization for meetings when cooking facilities are needed. Particular success has been providing of kitchen to 4-H girls for cooking contests, etc.

*Hoag Bros.,
Salem, Ore.*

End



TEAR HERE



**SEE
INSIDE**

for spec pages on the

**NEW 1956
NORGE**

Washers and Dryers

COMPARE

Contact Your Norge Distributor Today!

Albany 1, New York

R. T. A. Distributors, Inc.
36 Broadway, Menands

Albuquerque, N. M.

Salyer Distributing Co.
P. O. Box 695 (Mailing Address)
708 First St., N. W.

Allentown, Penna.

Chas. L. Bell Company
14th & Gordon Street

Amarillo, Texas

Consolidated Appliances, Inc.
P. O. Box 149
615 Taylor Street

Atlanta 3, Georgia

Hopkins Equipment Company
418 W. Peachtree St., N. W.

Baltimore 2, Maryland

Lincoln Sales Corporation
1307 St. Paul Street

Billings, Montana

Midland Implement Company
2303 Montana Avenue
P. O. Box 2113

Birmingham, Ala.

Birmingham Electric Battery Co.
22-30 Second Avenue, South

Buffalo 3, New York

W. A. Case & Son Mfg. Co.
Sackett Electric Supply Branch
173 Elm Street

Cambridge, Mass.

Northeastern Distributors, Inc.
304 Vassar Street

Charleston, S. C.

Gas Engine & Electric Co.
201 East Bay Street
P. O. Box 232

Charleston 29, W. Va.

Charleston Electrical Supply Co.
914 Kanawha Blvd., East

Charlotte 8, N. C.

McClain & Pleasants, Inc.
2100 Freedom Drive

Chattanooga 2, Tenn.

Standard Appliances, Inc.
618 Broad Street

Chicago 8, Illinois

The Sampson Company
2244 South Western Ave.

Cincinnati 2, Ohio

The Harry Knodel Distr. Co.
1187 Gilbert Avenue

Cleveland 3, Ohio

Northern Ohio Appliance Corp.
5403 Prospect

Columbus, Ohio

Thompson & Hamilton, Inc.
211 North Fourth Street

Dallas, Texas

Straus Frank Company
122 Howell Street

Davenport, Iowa

Branch of Federal Distributing Co.
111 Perry St.,

Dayton 2, Ohio

Moore Equipment, Inc.
Moore Building
Main & Bruen Streets

Denver 16, Colorado

Allied Appliances, Inc.
4425 East 46th Avenue

Des Moines, Iowa

Federal Distributing Co.
312-18 S. W. Ninth Street
Des Moines, Iowa

Detroit 38, Michigan

Radio Distributing Company
15600 Woodrow Wilson Avenue

El Paso, Texas

Boyd Harbaugh, Inc.
2209 Mills Street
P. O. Box 829

Erie, Penna.

Presque Isle Electric Corp.
1308 Irwin Drive

Fargo, North Dakota

Dakota Electric Supply Co.
1017—4th Avenue North

Fort Wayne 4, Indiana

Appliance Merchandisers, Inc.
802 Hayden Street

Fresno, California

Harry Dooley & Co.
725 "L" Street

Grand Rapids 9, Mich.

Radio Distributing Company
835 Chicago Drive, S. W.

Green Bay, Wisconsin

Wm. Van Domelen Co., Inc.
314 North Monroe Street
P. O. Box 330

Greensboro, N. C.

McCracken Supply Co.
1130 W. Lee Street

Harrisburg, Penna.

D & H Distributing Co., Inc.
2535 North 7th Street

Hartford 5, Conn.

Post & Lester Co. of Hartford, Inc.
55 Flower Street

Houston 2, Texas

Automatic Distributing Corp.
100 Jackson Street

Indianapolis 6, Indiana

Servies, Inc.
2110 Northwestern Ave.,

Jackson, Mississippi

Kerr Tire & Rubber Company
223 Woodrow Wilson Drive
(Telegraph Address)
P. O. Box 2572 (Mailing Address)

Jacksonville 1, Florida

Cain & Bultman, Inc.
335 E. Bay Street

Johnson City, Tenn.

Summers Hardware & Supply Co.
Buffalo & Ashe Streets

Johnstown, Penna.

Cambria Equipment Co.
17 John Street

Kansas City 8, Mo.

Mayflower Sales Company
2012 Baltimore

Knoxville, Tenn.

Valley Appliances, Inc.
1528 Island Home Ave.,

Little Rock, Arkansas

O'Bannon Brothers
409 Shall Street

Los Angeles, California

Sues, Young & Brown, Inc.
Telegram Address:
3636 South Bronson,
Los Angeles 16, California
Mail Address:
P. O. Box 15538 Crenshaw Sta.
Los Angeles 8, California

Louisville 2, Kentucky

Foster Distributing Company, Inc.
409 West Main Street

Memphis, Tennessee

Woodson-Bozeman Company
733 S. Somerville St.

Milwaukee 4, Wisconsin

Roth Appliance Distr., Inc.
647 West Virginia Street

Minneapolis 3, Minnesota

W. R. Beamish Company
1612 Harmon Place

Nashville 1, Tenn.

Moore-Handley Hardware Co.
492-498 Craighead Street

Newark 2, New Jersey

T. A. O'Loughlin & Co., Inc.
88-90 Washington Street

Newburgh, New York

Shapiro Distributors, Inc.
McArthur Avenue, New Windsor

New Haven 4, Connecticut

The Plymouth Electric Co.
393 Chapel Street
P. O. Box 1017

New Orleans 13, La.

Industries Sales Corp.
2927 Jackson Avenue

New York, N. Y.

Long Island City 1, N. Y.
Warren-Connelly Co., Inc.
29-30 Hunters Point Avenue

Norfolk, Virginia

Bowers Wholesale Corp.
1605 Granby Street

Oklahoma City 2, Okla.

Modern Appliance Distr., Inc.
15 East Grand Avenue

Omaha, Nebraska

D. M. Lucas, Inc.
1022 Farnam Street

Peoria, Illinois

Yeomans Distributing Company
3302 North Adams Street

Philadelphia 7, Penna.

Philadelphia Distributors
232 North 11th Street

Phoenix, Arizona

Black & Ryan
630 West Washington Street
P. O. Box 2234

Pittsburgh 22, Penna.

Ludwig Hommel & Co.
72 First Avenue

Portland 3, Maine

The Boyd Corporation
84 West Cove Street

Portland 9, Oregon

F. B. Connelly Co. of Oregon
905 N. W. Twelfth Avenue

Providence 4, Rhode Island

I. Feldman Company
365 Charles Street

Raleigh, N. C.

McCracken Supply Company
329 W. Hargett Street

Richmond, Va.

Bowers Wholesale Corp.
Direct all correspondence to
Norfolk, Va. office

Norfolk, Va.

Bowers Wholesale Corp.
1605 Granby Street

Rochester 5, N. Y.

Erskine-Healy Appliances, Inc.
420 St. Paul Street

St. Louis 1, Missouri

Mayflower Sales Company
816 North 11th Street

Salt Lake City 10, Utah

Salt Lake Hardware Co.
105 North 3rd Street
P. O. Box 510

San Antonio 5, Texas

South Texas Appliance Corp.
641 South Flores Street

San Diego, Calif.

Nystrom Bros. Company
2426 Fourth Avenue

San Francisco 1, Calif.

Leo J. Meyberg Company
33 Gough Street

Seattle 9, Washington

F. B. Connelly Co.
1015 Republican Street

Shreveport, Louisiana

Southern Wholesale Co.
1565 Texas Avenue

Silver City, New Mexico

Home Furniture Company
202 N. Bullard Street
P. O. Box 1190

Sioux Falls, South Dakota

Rudning-Robertson Co.
800 N. Main Street

Spokane 8, Washington

Columbia Elec. & Mfg. Co.
South 123 Wall Street

Springfield 3, Mo.

Turner Distributing Co.
308-312 S. Campbell Street

Syracuse 4, New York

Morris Distributing Co.
1153 W. Fayette Street

Terre Haute, Indiana

Advance Electric Company
545 North 6th Street

Toledo 3, Ohio

H. G. Bogart Company
1008 Cherry Street
P. O. Box 1734

Washington 2, D. C.

Washington Wholesalers
2052 W. Virginia, N. E.

White River Junction, Vt.

Twin State Elect. Supply Co., Inc.
81 South Main Street

Wichita, Kansas

Siebert & Willis, Inc.
149 North Rock Island

Wilkes Barre, Penna.

D & H Distributing Co.
56 East Union Street

NORGE
Dual Automatic
WASHER
AW-450LS

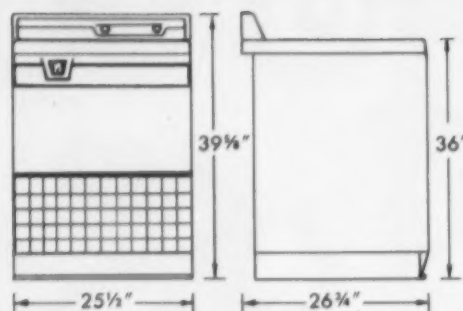


TWO completely automatic washers in ONE!

model AW-450LS

NORGE ^{Dual} Automatic WASHER

Two completely automatic washers in one!



SPECIFICATIONS

Diameter of wash tub—Top.....	20"
Bottom.....	18 3/8"
Tub depth (to overflow level).....	11 1/2"
Tub depth (including collar).....	12 3/8"
Height to top of open cover.....	52"
Approximate net weight.....	225 lbs.
Approximate shipping weight.....	265 lbs.
Listed by UL	

New Luxury Line Styling—America's newest, most advanced automatic washer. Superbly styled, *fully illuminated control panel* with smart gold-colored trim and chrome frame. Embossed front cabinet panel with decorative wide chrome trim and protective chrome base plate. Modern "Laundry-Maids" styling matches Norge Automatic Dryers.

Exclusive Dual Cycle TIME-LINE Control—New Time-Line provides choice of two fully automatic washing operations; **NORMAL CYCLE** (marked in black) for full washing and rinsing times required for regular fabrics, and **SHORT CYCLE** (marked in red) for all special washing. The most flexible and easiest to use washing control ever designed. Simply turn and set knob just once; washing is completely automatic from fill to finish.

Shut-Off Signal—Automatic buzzer sounds for 30 seconds when washing is completed. Buzzer tone is adjustable.

Water Temperature Selector—Finger-tip control provides choice of wash water—"HOT" or "WARM" (mixed to 100° F.). Thermostat control automatically provides 100° F. rinse water.

Aerated Water Fill—Tub is automatically filled to correct level with lively aerated water. Time-Line control adjustable for fill on "Normal" and "Short" cycle operation to provide desired quantity of wash water to suit any size clothes load.

Perfect 5-Way Rinsing—5-way, active warm water rinses insure thorough soap and soil removal. Includes two Mist-Spin Spray Rinses plus Tidal Wave Rinsing (Surface Rinse, Agitated Overflow and Deep Wave Rinses).

Exclusive Wave-Action Agitator—Double 4-vane design provides complete washability from top to bottom of tub. Free-floating clothes are washed efficiently, safely and gently, without tangling or bunching together.

Super Spindry—Highly efficient spin action extracts maximum water from clothes without creasing, tangling or tearing. Operates at 625 r.p.m.

Exclusive Safety Spin—When lid is lifted, washer action stops during spin cycles only. Permits observing action and adding or removing clothes during fill or wash cycles.

Built-In Sediment Remover—Automatically removes sand and sediment so they cannot recirculate through the clothes.

White Porcelain Wash Tub—Holds full 9 pounds of dry clothes. Smooth porcelain surface stays clean, protects delicate fabrics. Outer collector tub is porcelain-finished; cannot rust.

Exclusive Automatic reSUDSer—Let's you save and re-use wash water for second washing load. Re-Sudser unit controls flow of wash and rinse waters automatically into laundry tubs. For second washing, setting water selector knob to "SUDS" position automatically returns sudsy water into washer when cycle is started.

Porcelain Protected—Entire top surface and counter-balanced lid are porcelain-finished for maximum protection where most needed.

Cabinet Finish—Beautiful, durable "Norgloss" baked-on white enamel finish over baked Epon Resin Primer.

ONE SETTING OF THE TIME-LINE DOES ALL THIS—AUTOMATICALLY!

Washer Action	Time Cycle	
	Normal	Short
Wash water fill (adjustable)	4 min.	4 min.
Wave-Action washing (adjustable)	10 min.	3 min.
Off	1/2 min.	1/2 min.
Super Spindry	1 min.	1 min.
Mist spin spray rinse	1/2 min.	1/2 min.
Fill	3 1/2 min.	3 1/2 min.
Tidal { Surface overflow	5 min.	2 min.
Wave { Agitated overflow rinse		
Rinse { Agitated deep wave rinse		
Off	1/2 min.	1/2 min.
Super Spindry	1 min.	3 min.
Mist spin spray rinse	1/2 min.	---
Super Spindry	5 1/2 min.	---
Total 32 min.		18 min.

Total Gallons Water Usage—Normal cycle, 11 gal. hot and 23 1/2 gal. warm. Short cycle, 11 gal. hot and 14 gal. warm.

Norge "Port-a-Base" Stretches Space—Easy-rolling caster base makes washer portable, has automatic leveling device. Optional at small extra cost.

Additional Features—Flush-to-wall Installation...Vibration-free design eliminates bolting down...Off-Balance-Load Reset Button...Dependable Borg-Warner Transmission permanently sealed in oil...Non-Clog Drain Pump...Heavy-duty 1/3 H.P., 110-120 Volt Capacitor-Start Reversible Motor with built-in overload protector...Leveling Feet at all four corners. Entire washer protected by One-Year Warranty.



NORGE Sales Corporation, subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois, whose policy is one of continuous improvement, reserves the right to make changes in the prices and specifications of its products without notice.

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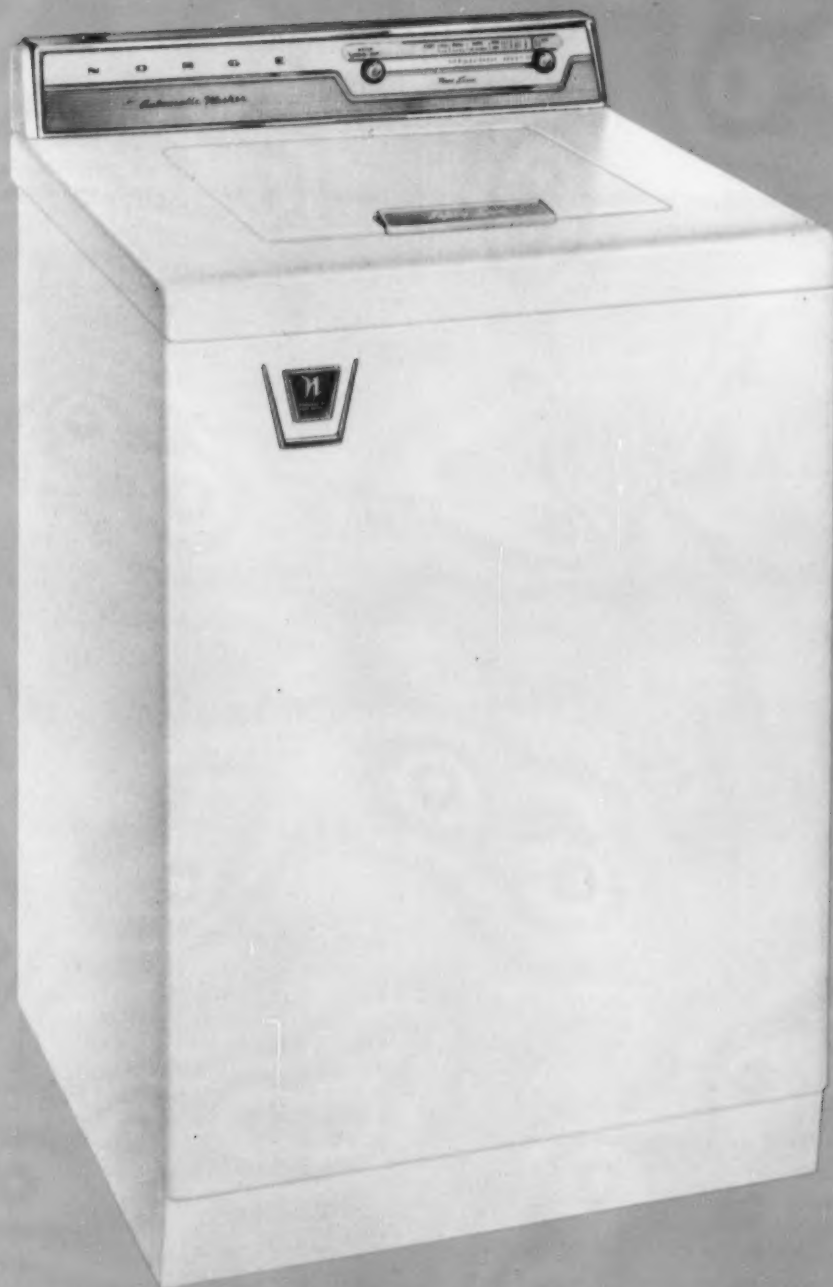
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NORGE
Dual Automatic
WASHER
AW-450D

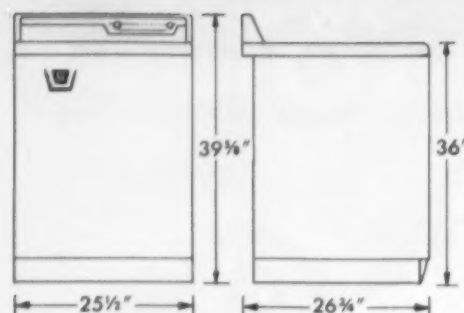


TWO completely automatic washers in ONE!

model AW-450D

NORGE ^{Dual} Automatic WASHER

Two completely automatic washers in one!



SPECIFICATIONS

Diameter of wash tub—Top.....	20"
Bottom.....	18 1/2"
Tub depth (to overflow level).....	11 1/2"
Tub depth (including collar).....	12 3/8"
Height to top of open cover.....	52"
Approximate net weight.....	225 lbs.
Approximate shipping weight.....	265 lbs.

Listed by UL

New Deluxe Styling—superbly styled, fully illuminated control panel with smart gold-colored trim and chrome-plated frame. Modern "Laundry-Maids" styling matches Norge Automatic Dryer.

Exclusive Dual Cycle TIME-LINE Control—New Time-Line provides choice of two fully automatic washing operations; **NORMAL CYCLE** (marked in black) for full washing and rinsing times required for regular fabrics, and **SHORT CYCLE** (marked in red) for all special washing. The most flexible and easiest to use washing control ever designed. Simply turn and set knob just once; washing is completely automatic from fill to finish.

Water Temperature Selector—Finger-tip control provides choice of wash water—"HOT" or "WARM" (mixed to 100° F.) Thermostat control automatically provides 100° F. rinse water.

Aerated Water Fill—Tub is automatically filled to correct level with lively aerated water. Time-Line control adjustable for fill on "Normal" and "Short" cycle operation to provide desired quantity of wash water to suit any size clothes load.

Perfect 5-Way Rinsing—5-way, active warm water rinses insure thorough soap and soil removal. Includes two Mist-Spin Spray Rinses plus Tidal Wave Rinsing (Surface Rinse, Agitated Overflow and Deep Wave Rinses).

Exclusive Wave-Action Agitator—Double 4-vane design provides complete washability from top to bottom of tub. Free-floating clothes are washed efficiently, safely and gently, without tangling or bunching together.

Super Spindry—Highly efficient spin action extracts maximum water from clothes without creasing, tangling or tearing. Operates at 625 r.p.m.

Exclusive Safety Spin—When lid is lifted, washer action stops during spin cycles only. Permits observing action and adding or removing clothes during fill or wash cycles.

Built-In Sediment Remover—Automatically removes sand and sediment so they cannot recirculate through the clothes.

White Porcelain Wash Tub—Holds full 9 pounds of dry clothes. Smooth porcelain surface stays clean, protects delicate fabrics. Outer collector tub is porcelain-finished; cannot rust.

Porcelain Protected—Entire top surface and counter-balanced lid are porcelain-finished for maximum protection where most needed.

Cabinet Finish—Beautiful, durable "Norgloss" baked-on white enamel finish over baked Epon Resin Primer.

Norge reSUDSer—You can cut water and soap costs by re-using hot, sudsy wash water for second washing load.

ONE SETTING OF THE TIME-LINE DOES ALL THIS—AUTOMATICALLY!

Washer Action	Time Cycle	
	Normal	Short
Wash water fill (adjustable)	4 min.	4 min.
Wave-Action washing (adjustable)	10 min.	3 min.
Off	1/2 min.	1/2 min.
Super Spindry	1 min.	1 min.
Mist spin spray rinse	1/2 min.	1/2 min.
Fill	3 1/2 min.	3 1/2 min.
Tidal { Surface overflow	5 min.	2 min.
Wave { Agitated overflow rinse		
Rinse { Agitated deep wave rinse		
Off	1/2 min.	1/2 min.
Super Spindry	1 min.	3 min.
Mist spin spray rinse	1/2 min.	---
Super Spindry	5 1/2 min.	---
Total		32 min. 18 min.

Total Gallons Water Usage—Normal cycle, 11 gal. hot and 23 1/2 gal. warm. Short cycle, 11 gal. hot and 14 gal. warm.

Norge "Port-a-Base" Stretches Space—Easy-rolling caster base makes washer portable, has automatic leveling device. Optional at small extra cost.

Additional Features—Flush-to-wall Installation...Vibration-free design eliminates bolting down...Off-Balance-Load Reset Button...Dependable Borg-Warner Transmission permanently sealed in oil...Non-Clog Drain Pump...Heavy-duty 1/2 H.P., 110-120 Volt Capacitor-Start Reversible Motor with built-in overload protector...Leveling Feet at all four corners. Entire washer protected by One-Year Warranty.

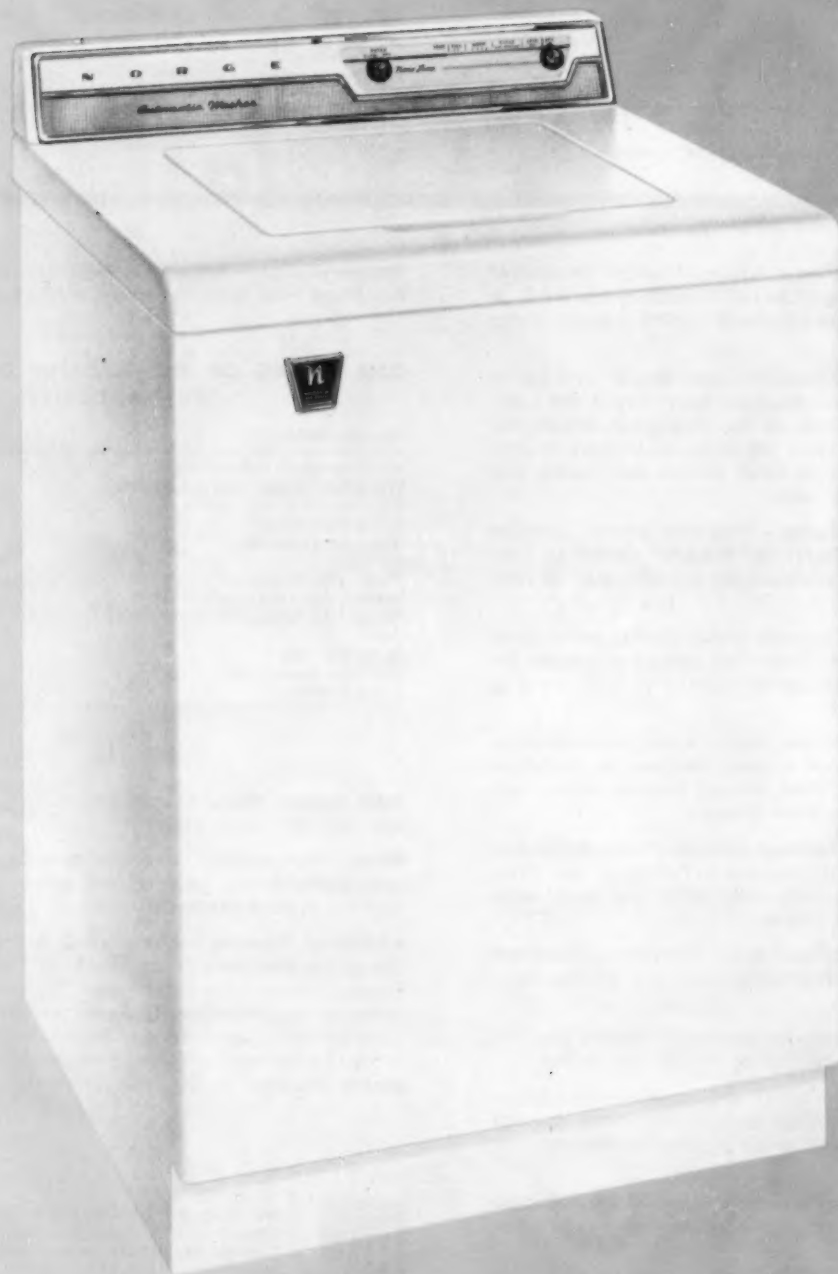


NORGE Sales Corporation, subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois, whose policy is one of continuous improvement, reserves the right to make changes in the prices and specifications of its products without notice.

NORGE

Time-Line
AUTOMATIC WASHER

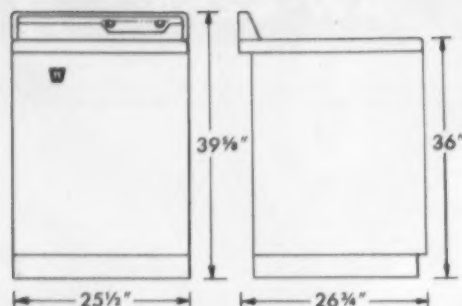
AW-425A



NORGE...America's top-rated automatic washers!

model AW-425A

NORGE Time-Line AUTOMATIC WASHER



SPECIFICATIONS

Diameter of wash tub—Top.....	20"
Bottom.....	18 3/8"
Tub depth (to overflow level).....	11 1/2"
Tub depth (including collar).....	12 5/8"
Height to top of open cover.....	51"
Approximate net weight.....	225 lbs.
Approximate shipping weight.....	265 lbs.

Listed by UL

Modern, Functional Styling—Advanced design illuminated control panel with smart gold and silver-colored trim finish on back panel. Modern "Laundry-Maids" styling matches Norge Automatic Dryer.

Exclusive TIME-LINE Control—The most flexible and easiest to use washing control ever designed. Every step in the washing process is clearly shown on the illuminated straight-line control panel. Press the knob just once and washing is completely automatic from fill to finish, yet you can shorten, skip or repeat any cycle at any time.

Water Temperature Selector—Finger-tip control provides choice of wash water—"HOT" or "WARM" (mixed to 100° F). Thermostat control automatically provides 100° F rinse water.

Aerated Water Fill—Tub is automatically filled to correct level with lively aerated water. Time-Line control adjustable for wash water fill to provide desired quantity of wash water to suit any size clothes load.

Perfect 5-Way Rinsing—5-way, active warm water rinses insure thorough soap and soil removal. Includes two Mist-Spin Spray Rinses plus Tidal Wave Rinsing (Surface Rinse, Agitated Overflow and Deep Wave Rinses).

Exclusive Wave-Action Agitator—Double 4-vane design provides complete washability from top to bottom of tub. Free-floating clothes are washed efficiently, safely and gently, without tangling or bunching together.

Super Spindry—Highly efficient spin action extracts maximum water from clothes without creasing, tangling or tearing. Operates at 625 r.p.m.

Built-In Sediment Remover—Automatically removes sand and sediment so they cannot recirculate through the clothes.

Porcelain Wash Tub—Holds full 9 pounds of dry clothes. Smooth gray-colored porcelain surface stays clean, protects delicate fabrics. Outer collector tub is porcelain-finished; cannot rust.

Porcelain Top—Washer top is porcelain-finished for maximum protection. Lid is light weight aluminum with baked white enamel finish.

Cabinet Finish—Beautiful, durable "Norgloss" baked-on white enamel finish over baked Epon Resin Primer.

Norge reSUDSer—You can cut water and soap costs by re-using hot, sudsy wash water for second washing load.

ONE SETTING OF THE TIME-LINE DOES ALL THIS— AUTOMATICALLY!

Washer Action	Time Cycle
Wash water fill (adjustable)	4 min.
Wave-Action washing (adjustable)	10 min.
Off	1/2 min.
Super Spindry	1 min.
Mist spin spray rinse	1/2 min.
Fill	3 1/2 min.
Tidal { Surface overflow	5 min.
Wave { Agitated overflow rinse	
Rinse { Agitated deep wave rinse	
Off	1/2 min.
Super Spindry	1 min.
Mist spin spray rinse	1/2 min.
Super Spindry	6 min.
Total 32 1/2 min.	

Total Gallons Water Usage—Full washing cycle, 11 gal. hot and 23 1/2 gal. warm water.

Norge "Port-a-Base" Stretches Space—Easy-rolling caster base makes washer portable, has automatic leveling device. Optional at small extra cost.

Additional Features—Flush-to-wall Installation...Vibration-free design eliminates bolting down...Off-Balance-Load Reset Button...Dependable Borg-Warner Transmission permanently sealed in oil...Non-Clog Drain Pump...Heavy-duty 1/2 H.P., 110-120 Volt Capacitor-Start Reversible Motor with built-in overload protector...Leveling Feet at all four corners. Entire washer protected by One-Year Warranty.



NORGE Sales Corporation, subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois, whose policy is one of continuous improvement, reserves the right to make changes in the prices and specifications of its products without notice.

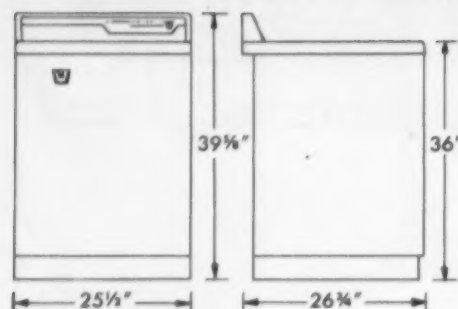
NORGE
Time-Line
AUTOMATIC WASHER
AW-412



NORGE...America's top-rated automatic washers!

model AW-412

NORGE Time-Line AUTOMATIC WASHER



SPECIFICATIONS

Diameter of wash tub—Top.....	20"
Bottom.....	18 1/2"
Tub depth (to overflow level).....	11 1/2"
Tub depth (including collar).....	12 1/2"
Height to top of open cover.....	51"
Approximate net weight.....	223 lbs.
Approximate shipping weight.....	257 lbs.

Listed by UL

Modern, Functional Styling—Advanced design control panel with smart gold and silver-colored trim on back panel. Norge quality-built for years and years of carefree washing. Modern "Laundry-Maids" styling matches Norge Automatic Dryer.

Exclusive TIME-LINE Control—The most flexible and easiest to use washing control ever designed. Every step in the washing process is clearly shown on the straight-line control panel. Press the knob just once and washing is automatic from fill to finish, yet you can shorten, skip or repeat any cycle at any time. Wash and rinse water temperatures selected manually at mixing faucet.

Aerated Water Fill—Tub is automatically filled to correct level with lively aerated water. Time-Line control adjustable for wash water fill to provide desired quantity of wash water to suit any size clothes load.

Perfect 5-Way Rinsing—5-way, active warm water rinses insure thorough soap and soil removal. Includes two Mist-Spin Spray Rinses plus Tidal Wave Rinsing (Surface Rinse, Agitated Overflow and Deep Wave Rinses).

Exclusive Wave-Action Agitator—Double 4-vane design provides complete washability from top to bottom of tub. Free-floating clothes are washed efficiently, safely and gently, without tangling or bunching together.

Super Spindry—Highly efficient spin action extracts maximum water from clothes without creasing, tangling or tearing. Operates at 625 r.p.m.

Built-in Sediment Remover—Automatically removes sand and sediment so they cannot recirculate through the clothes.

Porcelain Wash Tub—Holds full 9 pounds of dry clothes. Smooth gray-colored porcelain surface stays clean, protects delicate fabrics. Outer collector tub is porcelain-finished; cannot rust.

Durable Baked-On Cabinet Finish—Washer top, light weight aluminum lid and cabinet have beautiful "Norgloss" baked white enamel finish over baked Epon Resin Primer.

Norge reSUDSer—You can cut water and soap costs by re-using hot, sudsy wash water for second washing load.

ONE SETTING OF THE TIME-LINE DOES ALL THIS— AUTOMATICALLY!

Washer Action	Time Cycle
Wash water fill (adjustable)	4 min.
Wave-Action washing (adjustable)	10 min.
Off	1 min.
Super Spindry	1 min.
Mist spin spray rinse	1 min.
Fill	3 1/2 min.
Tidal { Surface overflow	5 min.
Wave { Agitated overflow rinse	
Rinse { Agitated deep wave rinse	
Off	1 min.
Super Spindry	1 min.
Mist spin spray rinse	1 min.
Super Spindry	6 min.
Total 32 1/2 min.	

Norge "Port-a-Base" Stretches Space—Easy-rolling caster base makes washer portable, has automatic leveling device. Optional at small extra cost.

Additional Features—Flush-to-wall Installation...Vibration-free design eliminates bolting down...Off-Balance-Load Reset Button...Dependable Borg-Warner Transmission permanently sealed in oil...Non-Clog Drain Pump...Heavy-duty 1/3 H.P., 110-120 Volt Capacitor-Start Reversible Motor with built-in overload protector...Leveling Feet at all four corners. Entire washer protected by One-Year Warranty.



NORGE Sales Corporation, subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois, whose policy is one of continuous improvement, reserves the right to make changes in the prices and specifications of its products without notice.

NORGE
Time-Line
ELECTRIC DRYER
AE-620L

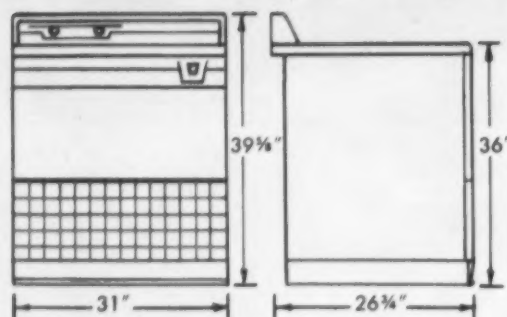


NORGE...America's top-rated automatic dryers!

model AE-620L

NORGE Time-Line

AUTOMATIC ELECTRIC DRYER



SPECIFICATIONS

Dryer capacity	9 pounds dry weight
Dryer cylinder	29" diameter, 6 cu. ft.
Blower fan	21" diameter
Air volume	150 cu. ft. per minute
Heat range	110° F. operating level, 140° F. maximum (nominal automatic cut-off point)
Rated wattage	4200 watts at 220V, 1100 watts at 110V. 110-220 Volts, 60-cycle A. C.
Net weight	226 lbs.
Shipping weight	269 lbs.

Listed by UL

New Luxury Line Styling—America's newest, most advanced automatic electric dryer! Superbly styled, fully illuminated control panel with smart gold-colored trim and chrome-plated frame. Full-width door and embossed front cabinet panel. Quality-built for years of automatic, all-weather drying convenience. Modern "Laundry-Maids" styling matches Norge Automatic Washer.

Exclusive 4-Way Selective Drying—Only Norge offers four automatic drying methods in one dryer—safe for every washable fabric:

- 1—Automatic TUMBLE-DRYING with HEAT and AIR
- 2—Automatic TUMBLE-DRYING with AIR, no heat
- 3—Automatic HEAT-AIR DRYING (no tumbling)
- 4—Automatic AIR-DRYING (no heat or tumbling)

Exclusive TIME-LINE Control—Times any selected drying period up to 120 minutes. Has 5-minute intervals and drying guide clearly shown on illuminated straight-line panel. At end of drying time, heating element shuts off and tumbling action stops. Completely automatic from start to finish!

Shut-Off Signal—Automatic bell signals at end of selected drying time.

Exclusive Heat-Air Selector—Only Norge gives you the choice of drying clothes with heated air, or air alone to provide the right kind of drying for every kind of fabric, with or without tumbling.

Exclusive New Hamper-Door—Full-width horizontal loading door opens at the touch of a pushbutton and is adjustable to 3 convenient positions. 1. Clothes Chute Position for loading clothes directly from washer into the dryer. 2. Sort 'N Stack Shelf Position provides handy shelf for sorting and folding dried clothes. 3. Clothes Basket Position allows basket to be placed flush against dryer for easy loading or unloading.

Exclusive New Stop 'N Dry Control—Conveniently located at top of clothes loading port. Swings down to stop clothes cylinder when using either of the two stationary drying methods.

Automatic Door Switch—Stops all dryer action and turns on interior light when door is opened during drying operation.

Exclusive Super-Capacity Dryer Cylinder—Largest capacity allows free movement of clothes for more uniform, virtually

wrinkle-free drying. Smooth unperforated surface is double Epon resin coated, can't rust, can't snag clothes, reduces linting.

Exclusive Stationary Drying Rack—Adjustable rack fits inside clothes cylinder in either of two horizontal positions; holds clothes for stationary drying. Removes easily for tumble drying.

Exclusive Super-Volume Blower Fan—Circulates largest volume of air into clothes cylinder, assuring safe, fast, uniform drying for every fabric. Location in front of heat source at rear of cylinder prevents lint back-up. Giant 21" blower fan is three times average fan size.

Exclusive 5-Way Venting—Five built-in provisions for venting eliminate all installation problems. Dryer may be vented from left or right sides, from rear or bottom of cabinet, or direct exhaust with base panel tipped to open position. All installations are flush-to-wall.

Giant-Size Lint Screen—Larger than average size screen (14" x 18") increases efficiency and reduces frequency of cleaning. Screen is conveniently located behind hinged front base panel, slides out easily when cleaning is required.

Norge Lasting Beauty Finish—Counter-high porcelain-finished top provides convenient work-surface; resists stains and scratches. Sturdy steel cabinet has beautiful "Norgloss" baked white enamel finish over baked Epon Resin Primer.

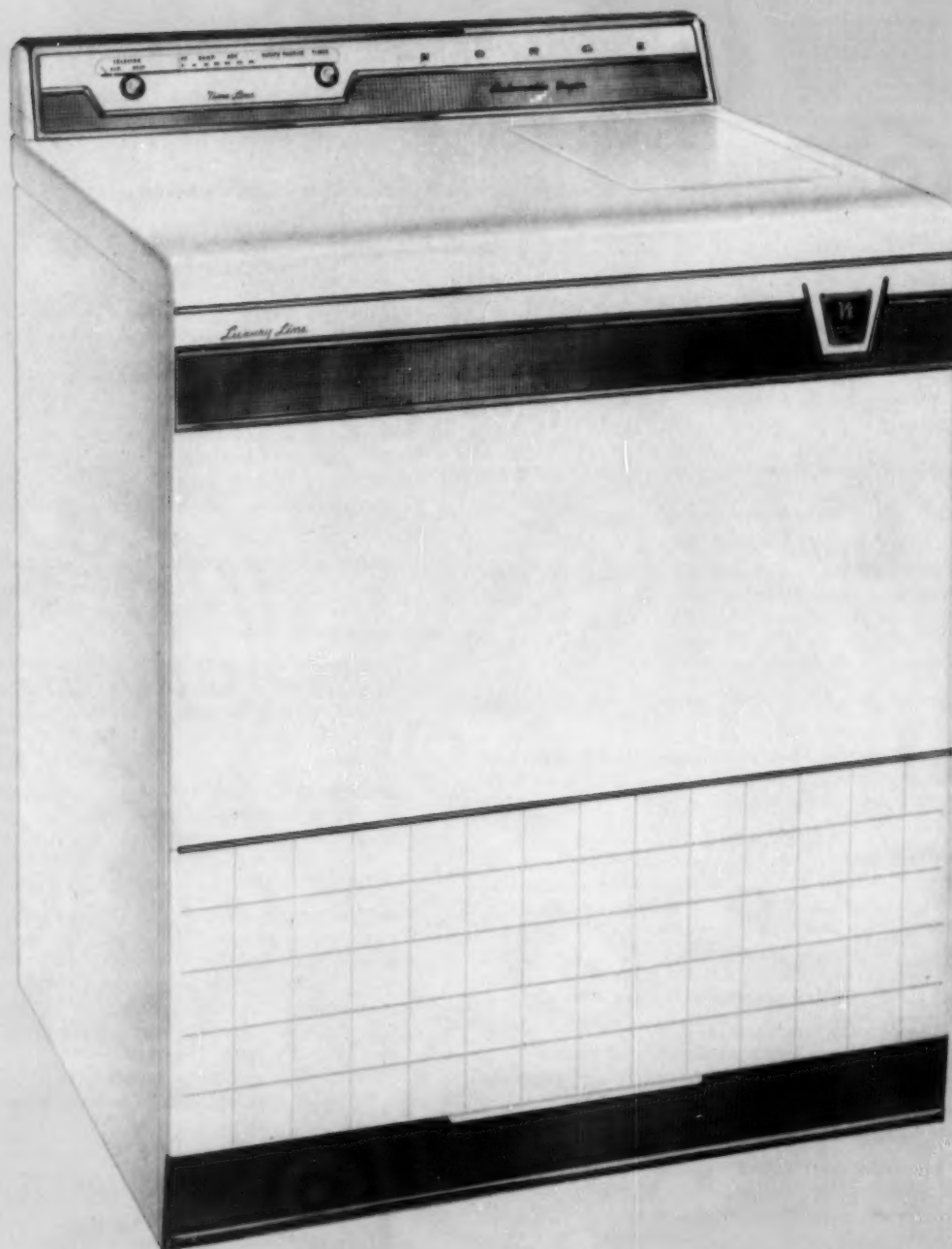
Additional Features—Fresh-Air Ozone Germicidal Lamp... Automatic Interior Light... Leveling Glides at all four corners... Long-Life 1/3 H.P. Heavy-Duty Motor with 15A. Fuse Protection... Automatic Safety Thermostat Controls. Entire Dryer protected by One-Year Warranty.

Automatic Gas Dryers also available



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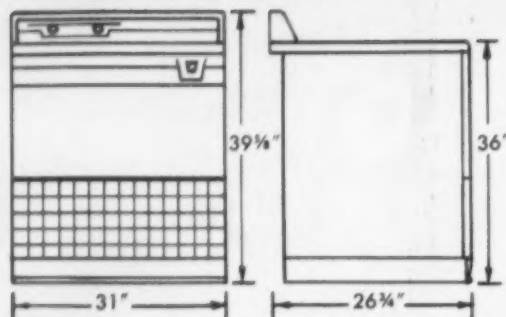
NORGE
Time-Line
GAS DRYER
AG-730L



NORGE...America's top-rated automatic dryers!

model AG-730L

NORGE Time-Line AUTOMATIC GAS DRYER



SPECIFICATIONS

Models available for the following types of gas: AG-730L (N) for natural or mixed gases only; AG-730L (MF) for manufactured gas only; AG-730L (LP) for bottled gas only.

Dryer capacity.....	9 pounds dry weight
Dryer cylinder.....	29" diameter, 6 cu. ft.
Blower fan.....	21" diameter
Air volume.....	150 cu. ft. per minute
Heat range.....	110° F. operating level, 140° F. maximum. (nominal automatic cut-off point)
Total gas input.....	18,000 B.T.U. per hour
Electrical requirements.....	110 V., 60-cycle A. C.
Net weight.....	228 lbs.
Shipping weight.....	263 lbs.

AGA Approved Listed by UL

New Luxury Line Styling—America's newest, most advanced automatic gas dryer! Superbly styled, fully illuminated control panel, smart gold-colored trim with chrome-plated frame. Full-width door and embossed front cabinet panel. Quality-built for years of automatic, all-weather drying convenience. Modern "Laundry-Maids" styling matches Norge Automatic Washer.

Exclusive 4-Way Selective Drying—Only Norge offers four automatic drying methods in one dryer—safe for every washable fabric:

- 1—Automatic TUMBLE-DRYING with HEAT and AIR
- 2—Automatic TUMBLE-DRYING with AIR, no heat
- 3—Automatic HEAT-AIR DRYING (no tumbling)
- 4—Automatic AIR-DRYING (no heat or tumbling)

Exclusive TIME-LINE Control—Times any selected drying period up to 120 minutes. Has 5-minute intervals and drying guide clearly shown on illuminated straight-line panel. At end of drying time, main burner shuts off and tumbling action stops. Completely automatic from start to finish!

Shut-Off Signal—Automatic bell signals at end of selected drying time.

Exclusive Heat-Air Selector—Only Norge gives you the choice of drying clothes with heated air, or air alone to provide the right kind of drying for every kind of fabric, with or without tumbling.

Exclusive New Hamper-Door—Full-width horizontal loading door opens at the touch of a pushbutton and is adjustable to 3 convenient positions. 1. Clothes Chute Position for loading clothes directly from washer into the dryer. 2. Sort 'N Stack Shelf Position provides handy shelf for sorting and folding dried clothes. 3. Clothes Basket Position allows basket to be placed flush against dryer for easy loading or unloading.

Exclusive New Stop 'N Dry Control—Conveniently located at top of clothes loading port. Swings down to stop clothes cylinder when using either of the two stationary drying methods.

Automatic Door Switch—Stops all dryer action and turns on interior light when door is opened during drying operation.

Exclusive Super-Capacity Dryer Cylinder—Largest capacity allows free movement of clothes for more uniform virtually wrinkle-free drying. Smooth unperforated surface is double Epon resin coated, can't rust, can't snag clothes.

Exclusive Stationary Drying Rack—Adjustable rack fits inside clothes cylinder in either of two horizontal positions; holds

clothes for stationary drying. Removes easily for tumble drying.

Exclusive Super-Volume Blower Fan—Circulates largest volume of air into clothes cylinder, assuring safe, fast, uniform drying for every fabric. Location in front of heat source at rear of cylinder prevents lint back-up. Giant 21" blower fan is three times average fan size.

Exclusive 5-Way Venting—Five built-in provisions for venting eliminate installation problems. Dryer may be vented from left or right sides, from rear or bottom of cabinet, or direct exhaust with base panel tipped to open position. All installations are flush-to-wall.

Automatic Ignition System—When Time-Line Control is turned "on" (with Selector set at "heat") a pilot ignitor coil is electrically energized to light pilot burner which automatically starts main burner.

Automatic Safety Controls—Stop dryer or drying operation automatically if electric current fails, if gas supply is interrupted, or if pilot does not light. During cycle main burner turns off when clothes door is opened, turns on when door is closed.

Automatic Pressure Regulator—Assures uniform flow of gas at proper combustion level, regardless of variations in gas main pressure above regulator setting of 3 1/2" water column. (Model AG-730L (LP) not equipped with regulator; LP gas supplier furnishes regulator set at 11" water column.)

Additional Features—Fresh-Air Ozone Germicidal Lamp... Convenient Giant-Size 14" x 18" Lint Screen... Automatic Interior Light... Counter-High Porcelain Top... "Norgloss" Baked White Enamel Finish over Baked Epon Resin Primer... Sturdy Steel Cabinet... Leveling Glides at all four corners... Long-Life 1/2 H.P. Heavy-Duty Motor. Entire dryer protected by One-Year Warranty.

Automatic Electric Dryers also available



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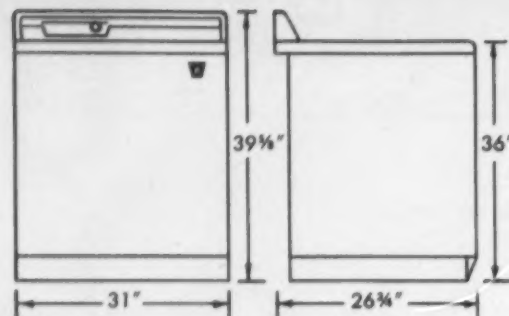
NORGE
Time-Line
ELECTRIC DRYER
AE-611



NORGE...America's top-rated automatic dryers!

model AE-611

NORGE Time-Line AUTOMATIC ELECTRIC DRYER



SPECIFICATIONS

Dryer capacity	9 pounds dry weight
Dryer cylinder	29" diameter, 6 cu. ft.
Blower fan	21" diameter
Air volume	150 cu. ft. per minute
Heat range	110° F. operating level, 140° F. maximum (nominal automatic cut-off point)
Rated wattage	4200 watts at 220V, 1100 watts at 110V. 110-220 Volts, 60-cycle A. C.
Net weight	208 lbs.
Shipping weight	243 lbs.

Listed by UL

Modern, Functional Design—Superbly styled illuminated control panel with smart gold-colored trim. Quality-built for years of automatic, all-weather drying convenience. Modern "Laundry-Maids" styling matches Norge Automatic Washer.

Exclusive Norge Drying Process—Uses lowest temperature and highest airflow, with gentle tumbling action. Clothes are dried quickly and safely, ready for ironing or wearing.

Exclusive TIME-LINE Control—Times any selected drying period up to 120 minutes. Has 5-minute intervals and drying guide clearly shown on illuminated straight-line panel. At end of drying time, heating element shuts off and tumbling action stops. Completely automatic from start to finish!

Exclusive Super-Capacity Dryer Cylinder—Largest capacity allows free movement of clothes for more uniform, virtually wrinkle-free drying. Smooth unperforated surface is double Epon resin coated, can't rust, can't snag clothes, reduces linting.

Large Clothes Port—16" diameter port provides convenient access to dryer cylinder, makes loading and unloading of clothes easier. Balloon rubber gasket seals tight when door is closed.

"Knee-Action" Door Latch—Convenient pushbutton latch opens door with light knee pressure (or a finger-touch); no need to set clothes down. Flush smooth-panel door swings back 180°, providing easy entry to clothes port.

Automatic Door Switch—Stops dryer action and turns on interior light when door is opened during drying operation, closing door restarts dryer action.

Exclusive Super-Volume Blower Fan—Circulates largest volume of air into clothes cylinder, assuring safe, fast, uniform

drying for every fabric. Location in front of heat source at rear of cylinder prevents lint back-up. Giant 21" blower fan is three times average fan size.

Exclusive 5-Way Venting—Five built-in provisions for venting eliminate all installation problems. Dryer may be vented from left or right sides, from rear or bottom of cabinet, or direct exhaust with base panel tipped to open position. All installations are flush-to-wall.

Giant-Size Lint Screen—Larger than average size screen (14" x 18") increases efficiency and reduces frequency of cleaning. Screen is conveniently located behind hinged front base panel, slides out easily when cleaning is required.

Norge Lasting Beauty Finish—Counter-high porcelain-finished top provides convenient work-surface; resists stains and scratches. Sturdy steel cabinet has beautiful "Norgloss" baked white enamel finish over baked Epon Resin Primer.

Additional Features—Leveling Glides at all four corners... Long-Life 1/2 H.P. Heavy-Duty Motor with 15A. Fuse Protection... Automatic Safety Thermostat Controls. Entire Dryer protected by One-Year Warranty.

Automatic Gas Dryers also available



NORGE Sales Corporation, subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois, whose policy is one of continuous improvement, reserves the right to make changes in the prices and specifications of its products without notice.

D. W. WHITEHEAD... the Accepted Selling Name
 that gives prospects
MORE REASONS to BUY
 gives you **Faster Profits**



**automatic ELECTRIC
 WATER HEATERS**

Dealers know from experience that customer confidence in a product helps clinch sales more quickly—and customer confidence in the name D. W. WHITEHEAD is an established fact. For these superbly engineered water heaters have a well-known record of unfailing hot water performance at lowest operation cost that is your most persuasive selling feature. See how this preference for outstanding dependability pays off in faster profits for you. Feature D. W. WHITEHEAD—used and recommended by countless satisfied homeowners!

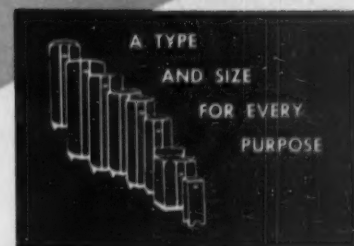
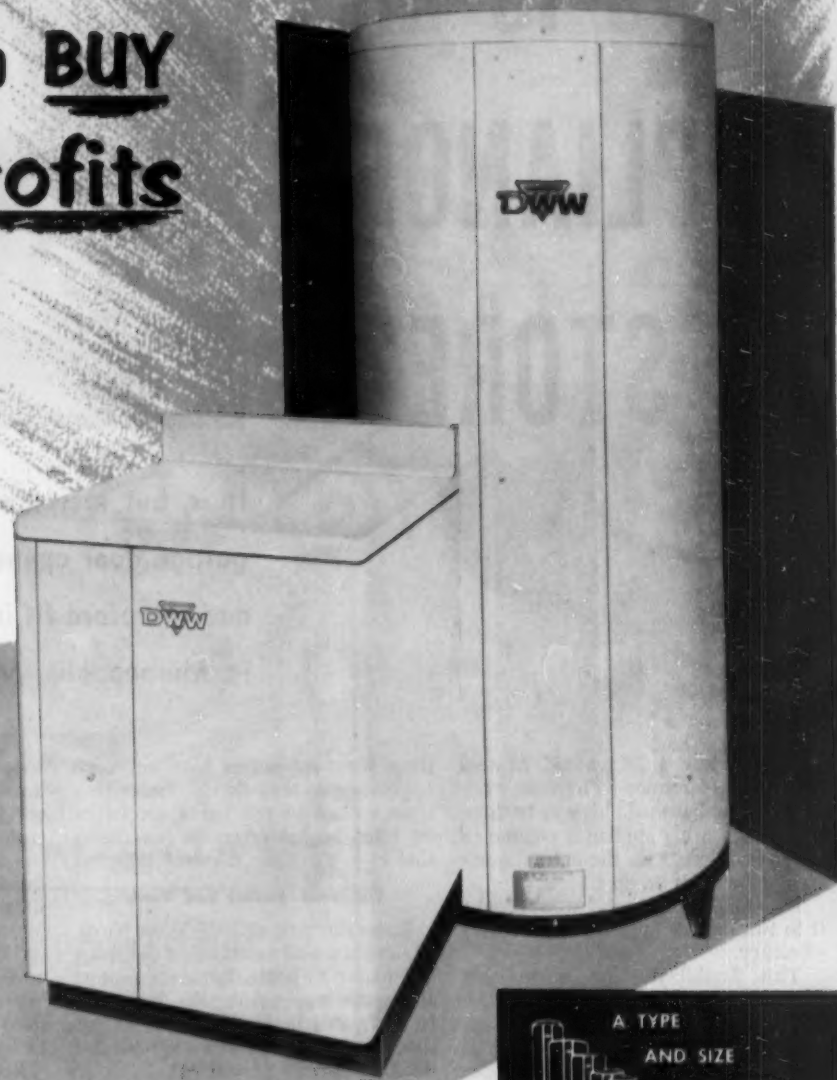
these advantages mean
 built - in **SELLING** power

Easily removable porthole cover • Cathodic protection by magnesium rod
 Heavy legs for sturdy support • Inlet and drain located to offer greatest installation convenience • Heat trap to prevent back circulation in piping • Double extra-heavy galvanized steel tanks • Underwriters' approved heavy wiring • Precision engineering • Upright models to conserve floor space, table-top for extra work space • Advanced design • Adjustable thermostats.

Exclusive baffle at cold water inlet prevents mixing of hot water with incoming cold, insuring constantly even water temperature, greater economy of operation.

Liberal 10 Year Guarantee on Extra-Heavy, Copper Bearing Galvanized Steel Tanks When Ordered With Cathodic Protection

DWW Manufactures a 1 year, 5 year, 10 year and Stone Lined Water Heater



- QUICK, CONSTANT HOT WATER
- LONG, TROUBLE-FREE SERVICE
- LOW-COST OPERATION
- HEAVY FIBERGLAS INSULATION
- MODERN SPARKLING BAKED ENAMEL JACKET
- SAFETY AND CLEANLINESS

**GAS OR ELECTRIC—DWW
 MEANS SUPERIOR PERFORMANCE**

NATIONALLY ADVERTISED

D.W. WHITEHEAD



D. W. WHITEHEAD MFG. CORP.
 1216 Walnut Ave., Trenton 9, N. J.

This is an APPLIANCE STORE?



It is, but merchandise includes boats, motors, geiger counters and garage door openers, because all of these items can be sold on time and therefore fit into the flexible appliance operation of Don Gabbert, in Minneapolis, Minnesota

THE way a 38-year-old Minneapolis former Firestone tire dealer has made his way to three stores with a big appliance volume in nine years, brings up the natural question: How does he do it?

Don Gabbert probably would credit it to two factors, (1) flexibility and (2) efficiency.

This flexibility thing is probably what led him recently to take on outboard motors, boats, automatic garage doors and Geiger counters.

He keeps charts of how each department is going, and a record of how much money he is earning on each type of appliance. For the past

three years appliances have not been responding as they should. So, with a store set up to sell home specialties on time, he has taken on new items that fit in this time payment category.

Outboard Motors and Boats

Enter the store at 3035 West Nicollet, and you find one-third of the space given over to boats, Evinrude motors and water equipment. Big boats, up to 30 ft. in length. How does he get them in the store? It's easy—he has the front window taken out.

Outboard motors are now being used on big boats and are sold in five, 7½, 15 and 25 hp. Gabbert's also rent

outboard motors. It creates prospects. You pay \$2.50 a day, \$5 a week-end, or \$15 for a week of seven days. The customer gets, when he rents, a paper bag to carry tool kit, oil, and contract. Incidentally, the salesman is responsible for seeing that the motor is returned.

Tune-up and winter storage is another side line to the boat business. For a five hp. Evinrude motor the store gets \$4.95, for 7½ hp. \$7.50, for 15 hp. \$9.95, and for 25 hp. \$12.50.

Boats and motors are sold on time, just like appliances, to families who have bought from them in the past. There are no salty sea dogs popping

in, and Gabbert's store is not near the water.

Efficiency Garage Doors

The garage door is an electric appliance—at least it is run by a motor. On this deal a 28x44 wall poster is put in each of the three stores, plus a toy garage and automobile with which the salesman can demonstrate. Sales go up to \$500.

On the Geiger counter deal, Gabbert saw a mail order firm advertising them. Realizing that the area might contain uranium, he too decided to take a chance. Geiger counters can cost up to \$500. *End*



38 YEAR-OLD GABBERT has been in business nine years, now owns three successful stores.



LACK OF WATER is no serious obstacle to Gabbert's boat sales. The delivery problem has been solved with this long trailer. Firm both rents and sells outboard motors to be used with boats.



Manufacturers

who use PORCELAIN ENAMEL
put convincing sales points
in your hands

Porcelain Enamel provides you with some of the most convincing sales features any new appliance can offer. Customers are easily sold on this finish that is not faded or discolored by age . . . not stained by household juices and acids, nor scratched by skillets and knives. Porcelain Enamel is the surface that retains its luster, remains handsome and new-looking for many years.

These are the properties home owners want . . . properties that make porcelain enamel appliances more in demand today than ever before.



THIS LABEL identifies genuine Porcelain Enamel Surfaces on appliances and other products.



This message sponsored by the Frit Division of the

PORCELAIN ENAMEL INSTITUTE, INC.

Associations Building, 1145 Nineteenth St., N.W. Washington 6, D.C.

PORCELAIN ENAMEL INSTITUTE, INC.
Associations Building, 1145 Nineteenth St., N.W., Washington 6, D.C.

(Check items desired)

Please send me information about:

- ☐ Demonstration Kit
☐ Slide Film

Please send me a free copy of:

- ☐ "Selling Facts about Porcelain Enamel"
☐ "Prove for Yourself . . ." Booklet

Name _____

Company _____

Address _____



DELUXE AUTOMATIC AND DRYER

Model ADE has Spiralator washing action, 4 ways to wash automatically, porcelain top and tub! Matching gas model or electric, adapts to 110-220 volts.

What's new at **EASY?**



SUPER SPINDRIER

With Spiralator washing action, new Finger-Tip Control Center, 3-Minute Automatic Spin-rinse, Handy Swing Faucets. Lower, streamlined! America's fastest washer.



DELUXE WRINGER

Has Spiralator washing action, automatic shut-off. All-new Super-Safety Wringer. Wrap-'Round Skirt keeps water hotter longer. New low design.

JUST ABOUT EVERYTHING! If you're interested in merchandise that's on the move, you won't want to miss the new Easy line. Every washer we make (and home laundry equipment is *all* we make) is backed up solidly by programs and promotions that'll let you trade high — and still make a solid profit. Better contact your Easy representative and let him tell you the complete story as it's listed below. Easy Washing Machine Corporation, Syracuse 1, New York.

- ✓ Complete new line of **AUTOMATICS**
- ✓ Complete new line of **DRYERS**
- ✓ Exclusive new line of **SUPER SPINDRIERS**
- ✓ New line of **WRINGERS**
- ✓ All new **PRICING STRUCTURE**
- ✓ New Profit **OPPORTUNITIES**
- ✓ New **PROMOTIONS** at every level
- ✓ New **DEMO GIVEAWAYS**
- ✓ New **PREMIUMS**
- ✓ New **DISPLAYS**
- ✓ New **TV and RADIO SUPPORT**
- ✓ New **CONSUMER SELLING THEME**

*It'll pay you well
to look at the new*

EASY

set up!





Catching service customers in the store . . .



Letting them operate a set themselves . . .



Demonstrating the difference between hi-fi and a regular phonograph . . .



And offering custom installation service is the way Playhouse Radio & TV sells . . .

\$30,000 a Year in Hi-Fi

"WE combine personalized radio and TV service with showmanship to sell hi-fi," says Kay Kibling, owner and manager of Playhouse Radio & Television Co., of Rye, New York. Proof of the success of this plan is clearly demonstrated by the fact that in 1954 they sold \$30,000 worth of hi-fi sets.

An interesting feature of this organization is that Playhouse is owned and operated by a woman. Kay Kibling is a full fledged electronics engineer, who during the war conducted a radio training course for Navy Waves. Therefore, when she started her own appliance sales and service business, it was only natural that she take a special interest in service work. It is Kay Kibling's belief that prompt and efficient service may lead to a

sale of a new appliance. She put this belief to work in 1951. As a result, Playhouse has built up a large and enthusiastic following.

Showing Isn't Selling

Mrs. Kibling proposed to use a portion of her store to sell hi-fi. With her background of radio service and knowledge of hi-fi, she felt ready to merchandise hi-fi. However, her first attempt was not successful, she discovered that hi-fi cannot be sold just by showing the set to a prospect.

Upon analyzing her situation, Mrs. Kibling found that she had to do three things in order to sell hi-fi.

1. Get the prospective customer to come in to her store.
2. Listen to a hi-fi demonstration.
3. Finally, to buy.

Mrs. Kibling's first step was to utilize store traffic for making sales. Most of the service customers, she found, were either recommended or had previous radio or TV work done. Her thinking then, was to get these customers to listen to a hi-fi demonstration.

The next step was to make listening to a hi-fi demonstration a pleasure. This was accomplished by Playhouse's pastel colored showroom, which tends to invite the customer in. It is acoustically treated with sound deadening walls and ceilings. There is thick carpet on the floor, indirect lighting and easy chairs placed around the room. This room is separated from the rest of the selling floor. On display are ten different hi-fi sets, hooked up, ready to operate.

It is in the final step of Playhouse's planned selling program that showmanship enters the picture. The salesman, from conversation with the customer chooses a recording that is familiar to the prospect. First it is played on a conventional type phonograph, then on a hi-fi set. The contrast is amazing. Prospects will of their own accord sit through a number of playings. At this point the salesman will answer questions put to him concerning the hi-fi set. Sometimes a prospect, a bit skeptical, will bring in a stack of his own favorite recordings. When he perceives the difference in quality of tone, a sale usually follows.

Another approach employed by Playhouse salesman is to demonstrate

(Continued on page 152)

A glamorous new Ironrite designed for the home of today



The elegant, new Ironrite Model 880. Closed, it's a beautiful piece of furniture! Opened, (at right) it's an ironer! Choice of two finishes—rich red mahogany, or ultramodern limed oak. Matching top and sides are made of durable Marlite, which won't stain or scorch. Top keeps ironer free from dust and dirt, lifts off easily for ironer use. Priced to retail at \$229.95*

Model Eight Eighty—strikingly styled for the living room, dining space, or even the bedroom—opens up a big, new market for ironer profits!

Today, 38% of women use their ironers in a room other than the kitchen, basement, or utility room! This astounding fact is the very basis for the development of the magnificent Ironrite Model 880.

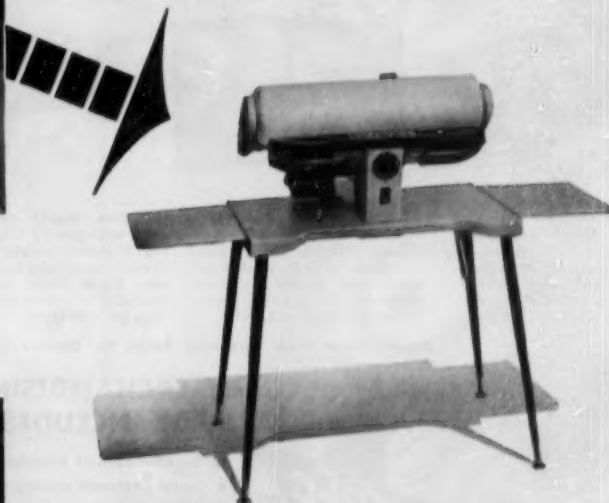
It is *not* a mere addition to the line. It is an appliance specially designed to meet a specific need—a specific *request*, if you will, of the American homemaker. When not in use as an ironer, it's a beautiful piece of furniture—at home in any room in the house.

And it's been tested, *and tested again!* For six long months the 880 was exposed to consumers and dealers. Every suggestion they made was considered and many were incorporated into the final, approved model.

This is what we offer! A revolutionary Ironrite designed for today's living. An Ironrite that has already been approved by the buying public. An Ironrite that will still give you a generous profit and a volume business such as you've never experienced before.

However, remarkable as the 880 is, *it is not going to sell itself!* But, if you get behind it, if you display it properly, if, above all, you demonstrate it, you will find yourself a big new source of volume profits and a new, untouched market.

If you're *not* an Ironrite dealer, and want to come along, just write: R. M. Gottlieb, Vice President in Charge of Sales, Ironrite Inc., Mt. Clemens, Michigan.

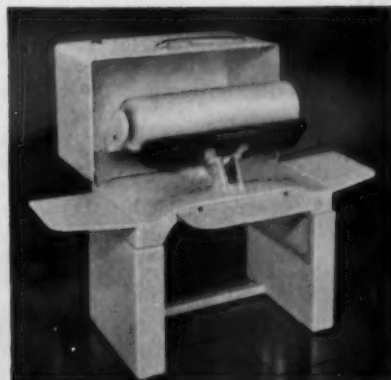


Model 880 with top removed. Has all the features that have made Ironrite America's most desired ironer: Do-all ironing points, two completely usable open ends, feather-touch knee control, and many others.

*Prices slightly higher in South and West



New Standard Model 850. Extra-compact, it requires a floor space only 46" wide and 26" deep, even when in use. Like every model, has all famous Ironrite features. Also available without cover, as Model 800.



DeLuxe Model 85. The big seller and profit-maker in the Ironrite line. Opened, hood is convenient shelf for finished laundry. Closed, it's a useful work-top area. Also available without cover, as Model 80.

Ironrite

The appliance man's appliance

A Great Traffic-Builder To Draw
Crowds To Your Big-Ticket Items!

Cummins POWER TOOLS Jamboree!

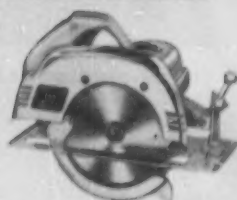


powerful campaign starts soon
RIGHT IN YOUR LOCAL NEWSPAPER!

Here's the traffic-puller that will get 'em flocking to your store to buy a Cummins home power tool — on which you turn a neat profit — and browse among your big-ticket merchandise. Act now — and you're in on the greatest power tools advertising campaign ever run in your local newspaper! You get a big FREE merchandising package including the colorful metal pegboard Display Stand, shown here. What's more your Cummins sales are backed by a dynamic Fall and Christmas ad campaign in leading national magazines. All this hard-hitting sales support behind the finest values in home power tools — is yours absolutely FREE — with just a low-cost Cummins order. Mail Coupon for full details — or phone your Cummins Jobber — NOW!

SAVE!

Consolidate your Cummins Power Tools order with OSTER Housewares, OSTERIZER, OSTER Portable Mixers, Knife Sharpener, Massage Instruments, Home Hair Cutting Sets.



Cummins MAXAW 717 with exclusive magic-pivot. Nationally advertised. Self-seller. Builds everything from bookcases to complete houses! Only \$49.95. Other MAXAWS: \$59.95 and \$69.95.



Cummins Model 3052 Portable Electric Workshop. Nationally advertised. Big seller. 35 pieces to drill, sand, saw, grind, buff, polish. Cabinet-style case. \$39.95. Other popular models \$24.95 to \$49.95.



Cummins Model 304 1/4" drill with geared chuck and key. Compact design, famous Perm-Align shock-proof gears. Only \$24.95. Other big-value Cummins 1/4" pistol grip drills from \$19.95 to \$34.95.

Many Other Fine Cummins Tools To Choose From

**STORE MERCHANDISING
PACKAGE INCLUDES:**

FREE

- ★ Colorful counter displays
- ★ Metal pegboard display stand
- ★ Window posters and wire hangers
- ★ National and local ad reprints
- ★ Comic booklets and home project plans for handouts and mailing
- ★ Advertising mats



TWO BY FOUR Drill Saw Attachment. Has power saw features. Cuts through 2" dressed lumber. Works and sells with any Cummins 1/4" geared chuck drill. Only \$14.95.

Cummins Portable Tools

MADE BY

John Oster

MANUFACTURING CO.

5055 N. Lydell, Milwaukee 17, Wis.
In Canada, 334 Laurier Ave., Toronto 10
© 1955, John Oster Manufacturing Co.

MAIL COUPON NOW!

John Oster Manufacturing Co., Dept. CPT
5055 N. Lydell Ave., Milwaukee 17, Wis.
Gentlemen: Please rush complete details on the big 1955 Cummins Power Tools Program, and name of nearest jobber.

Name _____
Address _____
City _____ State _____

Selling Fashion in Kitchens

CONTINUED FROM PAGE 82

would create designs for seven kitchens in the store and one in our largest display window, utilizing every new model kitchen piece, all of the color and dash, fabrics, accessories and complimentary housewares which could be incorporated to the best possible advantage in any kitchen, anywhere."

On its part, General Electric had never heard of anything like it, according to C. Vernon Phillips, manager of major account relations for G-E. The prospect of eight full kitchens on public display at one time, featuring hanging refrigerators, wall units, built-ins and one-piece complete kitchens, was a little staggering. Both General Electric and distributor Alexander fell in with the idea enthusiastically.

Designer Goes To Work

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"His second creation was the 'Harlequin' kitchen, featuring a G-E wall refrigerator at eye level above the range, cabinets and work spaces. It had a backing of tea chest paper and complimenting accessories. Another design he turned out was the 'Creole' kitchen, done in petal pink and featuring an atmosphere which would be immediately recognizable anywhere in the deep South."

Five other complete kitchens were born in Dunay's mind, with timely suggestions and advice, of course, from Matthews and distributor Alexander. As the designs were created, they were forwarded to George Warren, architectural designer for G-E at Louisville, and he approved the designs and added further suggestions. Then the kitchens were built on the ground floor of Rich's Store for Homes, a separate structure across the street from, but connected with the main department store by a covered walkway. Naturally, the building of eight complete kitchens required "considerable investment by the company," according to Matthews.

The opening date was set for a Monday in mid-March and Rich's officials sent out special invitations to a selected mailing list. Distributor Alexander invited all General Electric dealers and their wives from throughout the state of Georgia. Officials from General Electric in Louisville—Webb Theleen, Vernon Phillips, George Warren and Harry DeWald, the photographer who made the pictures on these pages—were on hand.

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It was terrific, all right. Rich's Store for Homes opened at 10 am and closed at 9 pm and in those 11 hours approximately 10,000 persons surged into the store to see the kitchens, all of which were manned by aproned demonstrators and courteous salesmen. Matthews and his aides circulated among the crowds all day, taking orders for future delivery, talking, listening, demonstrating, answering questions and observing the reaction of the spectators. The consensus was that the impact on the public was not only terrific—it was spectacular.

Rich's kitchen merchandising program, after such an auspicious start, rolled into high gear immediately. (In the first month of the campaign, estimates were that more than a quarter of a million persons visited the Rich kitchen display.) Customers learned they could buy the kitchen of their choice, or have one designed to their own specifications, and the price might range from a single unit at \$199 to a complete deluxe kitchen at somewhere around \$9,000. (The average complete kitchen sale runs around \$3,200 at present.)

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Another angle to Rich's kitchen merchandising plan is the considerable amount of related products and
(Continued on page 121)

Selling Fashions

—CONTINUED FROM PAGE 116—

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"IT'S FOR YOUR OWN GOOD. YOU OUGHT TO KNOW HOW ALL YOUR MERCHANDISE WORKS."

Model 100

Model 200

Model 300

Model 400

Distinctive appearance and quality features insure a bright future for this beautiful, new line. Sold only through distributors.

Monarch Washers

Manufactured by
CENTRAL RUBBER & STEEL CORPORATION, FINDLAY, OHIO

Making Only Wringer Washers

**A Great Traffic-Builder To Draw
Crowds To Your Big-Ticket Items!**

Cummins® POWER TOOLS Jamboree!

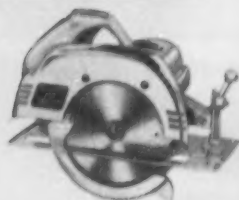


**powerful campaign starts soon
RIGHT IN YOUR LOCAL NEWSPAPER!**

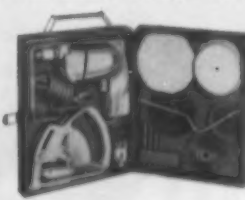
Here's the traffic-puller that will get 'em flocking to your store to buy a Cummins home power tool — on which you turn a neat profit—and browse among your big-ticket merchandise. Act now—and you're in on the greatest power tools advertising campaign ever run in your local newspaper! You get a big FREE merchandising package including the colorful metal pegboard Display Stand, shown here. What's more your Cummins sales are backed by a dynamic Fall and Christmas ad campaign in leading national magazines. All this hard-hitting sales support behind the finest values in home power tools—is yours absolutely FREE—with just a low-cost Cummins order. Mail Coupon for full details—or phone your Cummins Jobber—NOW!

SAVE!

Consolidate your Cummins Power Tools order with OSTER Housewares; OSTERIZER, OSTER Portable Mixers, Knife Sharpener, Massage Instruments, Home Hair Cutting Sets.



Cummins MAXAW 717 with exclusive magic-pivot. Nationally advertised. Self-seller. Builds everything from book-cases to complete houses! Only \$49.95. Other MAXAWs: \$59.95 and \$69.95.



Cummins Model 2052 Portable Electric Workshop. Nationally advertised. Big seller. 35 pieces to drill, sand, saw, grind, buff, polish. Cabinet-style case. \$39.95. Other popular models \$24.95 to \$49.95.



Cummins Model 384 1/4" drill with geared chuck and key. Compact design, famous Perm-Align shock-proof gears. Only \$24.95. Other big-value Cummins 1/4" pistol grip drills from \$19.95 to \$34.95.

Many Other Fine Cummins Tools To Choose From

**STORE MERCHANDISING
PACKAGE INCLUDES:**

FREE

- ★ Colorful counter displays
- ★ Metal pegboard display stand
- ★ Window posters and wire hangers
- ★ National and local ad reprints
- ★ Comic booklets and home project plans for handouts and mailing
- ★ Advertising mats

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Making Only Wringer Washers

Tie In! Offer This **20** SAVING

in the **RED-HOT**

Coleman oil and gas "Peak-Season" **SPACE HEATER SALE**

You'll get **MORE SALES** and get them early!
Your customers get the **MOST** for their money!

Unbelievable but true! Your customers can save \$20 on a Coleman Directionair Blower during this big Coleman promotion! It's the "big deal" that will pull real traffic to your store—then you can close sales fast by selling all the **EXTRA** Coleman features. New fuel savings. New console styling to please the ladies. New and beautiful Golden Glow and shadowed mahogany finishes. Get set—get details from your distributor salesman or mail coupon today!

Coleman Oil Heaters can give buyers **"WEEK'S FREE HEAT each month!"**

Most powerful selling story for any oil heater! The secret is Coleman's automatic Oil Saver that balances air-fuel mixture at every setting. Simple to demonstrate... show customers exactly how Coleman saves one gallon of oil out of four.

Coleman Gas Heaters with exclusive **"Blue-Ribbon"** **Burner and Safe-Cool Cabinet**

The touch test proves it: Coleman's super-circulation moves freshly-warmed air through heat chamber so fast that cabinet stays comfortable to touch. Buyers get *all* the heat inside their homes—not wasted in the cabinet or up chimney. And Blue-Ribbon Burner is *guaranteed for life!*



reg. \$24.95 DIRECTIONAIR BLOWER
\$4.95 with purchase of
 Coleman Oil Heater...

or
 reg. \$27.95 DIRECTIONAIR BLOWER
\$7.95 with Coleman
 Gas Heater

Gives "Central Heating" Comfort

from a Coleman heater... spreads a "wall-to-wall carpet" of warmth to farthest corners and alcoves, even next to picture windows! That's why this \$20 savings is the ideal premium to offer your customers. It makes them happier than ever with their Coleman space heater. And you'll get a pleased buyer who will come to you for other purchases!



PROVE IT with this Demonstrator:

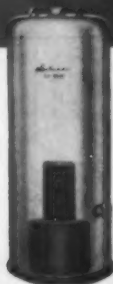
turn the crank on the bottle and your customer will see how Coleman's "super-circulation" and Directionair Blowers keep warmth moving to farthest corner.

Coleman helps you sell with
 special promotion materials

In addition to regular advertising in national magazines, Coleman backs you with these special "salesmen."

**BANNERS! BROADSIDES!
 FREE Ad Mats! RADIO!**

**Tip In! SEE YOUR COLEMAN DISTRIBUTOR
 ...or MAIL COUPON TODAY!**



EASY TO SELL

PLENTY of rust-free HOT WATER on tap...
COLEMAN VIT-ROCK Gas Water Heaters.

Can't rust because "patented" rock wall separates water from metal. Backed by 10-year warranty and exclusive \$500 Bond.

The Coleman Company, Inc.

Wichita, Kansas

since 1900—makers of the famous Coleman lamps,
 lanterns, camp stoves, home heating and air conditioning

Coleman

DISTRIBUTORS

ALABAMA

Alabama Appliance Co.,
 Inc., First Ave. N. at
 13th St., Birmingham

ARKANSAS

Gunn Distr. Co., Inc.
 600 E. Markham St.
 Little Rock
 Branch: Fort Smith

CALIFORNIA

The Coleman Co., Inc.
 6506 S. Stanford Ave.
 Los Angeles

The Coleman Co., Inc.
 250 Sylvester
 South San Francisco

COLORADO

B. K. Sweeney Co.
 1601 23rd St., Denver

CONNECTICUT

Roskin Distr., Inc., 275
 Park Ave., E. Hartford

D. C.

Mid-Atlantic Appl., Inc.
 2859 V St., N. E.
 Washington

FLORIDA

Pearce & Johnson, Inc.
 1735 Industrial Blvd.
 Jacksonville

J. D. Johnson Co.
 16 W. Gregory St.
 Pensacola

I. W. Phillips & Co.
 Morgan & Bell St.
 Tampa

GEORGIA

Appliances, Inc.
 501 Stewart Ave., S.W.
 Atlanta

IDAH0

Strevell-Paterson Hard-
 ware Co., 408 So. 9th
 St., Boise

ILLINOIS

Triangle Industries Corp.
 600 W. Adams St.
 Chicago

Hardware Products Co.
 Sterling

INDIANA

Tri-State Heating Sup-
 ply, Inc., 236 Murray
 St., Fort Wayne

Central Supply Co.
 210 S. Capitol Ave.
 Indianapolis

Great Northern Distr.,
 Inc., 112 W. Mishawaka
 Ave., Mishawaka

IOWA

Midwest-Timmermann
 Co., 114-116 Western
 Ave., Davenport

Sidles Co., 8 Seventh
 St., Des Moines

KANSAS

Coleman Heating & Air
 Cond. Co., 1815 E. Cen-
 tral, Wichita

KENTUCKY

Valley Distr. Co., 912
 Baxter Ave., Louisville

LOUISIANA

Walther Bros. Co., Inc.
 1722 Poydras at Willow
 St., New Orleans

MAINE

Nelson & Small, Inc.
 68-78 Union St.
 Portland

MASSACHUSETTS

Bigelow & Dowse Co.
 Corner 2nd Ave. & A St.
 Needham Heights

MICHIGAN

Semmler Wholesale Sup-
 ply Co., 5100 St. Jean,
 Detroit

Branch: Saginaw

Buhl Sons Co., 246
 Grandville Ave., S.W.,
 Grand Rapids

MINNESOTA

Marshall-Wells Co.
 Lake Ave., So.—Duluth

Marshall-Wells Co., 640
 N. Prior Ave., St. Paul

MISSOURI

Coleman Heating & Air
 Cond. Co., 1219 Union
 Ave., Kansas City

Hollander & Co., Inc.
 3900 W. Pine Blvd.
 St. Louis

General Wesco Distr. Co.
 403-11 N. Sherman
 Springfield

Branch: Joplin

MONTANA

Marshall-Wells Co.
 1300 E. 6th St., Billings

NEBRASKA

Sidles Co., 7302 Pacific
 St., Omaha

NEW HAMPSHIRE

Nelson & Small, Inc.
 252 Willow St.,
 Manchester

NEW MEXICO

Albuquerque Lumber Co.
 501 N. 1st St.
 Albuquerque

Charles Iffeld Co.
 210 1st St., N.W.
 Albuquerque

NEW YORK

Roskin Brothers, Inc.
 1827 Broadway, Albany

Lee Distr. Co.
 845 Washington St.
 Buffalo

Roskin Bros. Inc., 115
 Wisner Ave., Middletown

Jericho Distr., Inc.
 Route 25

150 W. Jericho Turnpike
 South Huntington, L. I.

O'Donnell Heating & Air
 Cond. Co., Inc., 348-382
 W. Fayette, Syracuse

NORTH CAROLINA

Southern Appl., Inc.
 1000 W. Morehead St.
 Charlotte

OHIO

Hughes-Peters, Inc.
 1128 Sycamore
 Cincinnati

Shuler Distr., Inc.
 2114 Woodland Ave.
 Cleveland

Hughes-Peters, Inc.
 111-17 E. Long St.
 Columbus

York Supply Co.
 531 E. 3rd St., Dayton

Jos. B. Smith Co., 1945
 Franklin Ave., Toledo

OKLAHOMA

Dulaney's
 100 N.W. 44th St.
 Oklahoma City

OREGON

Marshall-Wells Co.
 1420 N.W. Lovejoy
 Portland

PENNSYLVANIA

The Coleman Co., Inc.
 133-43 W. Hunting Park
 Ave., Philadelphia

RHODE ISLAND

Lenz-Knight Co., Inc.
 80 W. Exchange St.
 Providence

SOUTH DAKOTA

Power City Radio Co.
 209 S. 1st Ave.
 Sioux Falls

TENNESSEE

Indoor Comfort Distr.
 520 Van St., N.W.
 Knoxville

Forsyth-Williams, Inc.
 34 N. Lauderdale,
 Memphis

TEXAS

Amarillo Hardware Co.
 600-22 Grant St.
 Amarillo

Radio City Distr. Co.
 720 S. Austin St., Dallas

W. G. Walz Co.
 500 San Francisco St.
 El Paso

Edwin Flato Co., 305
 Velasco St., Houston

Straus-Frank Co.
 162 Coliseum St.
 San Antonio

UTAH

Strevell-Paterson Hard-
 ware Co., 126 S. W.
 Temple, Salt Lake City

VERMONT

W. C. Landon & Co.
 21 Evelyn St., Rutland

VIRGINIA

R. F. Trant Distr. Corp.
 924 W. 21st St., Norfolk

WASHINGTON

Marshall-Wells Co.
 1258 1st Ave. S., Seattle

Marshall-Wells Co., 131
 E. Main St., Spokane

WEST VIRGINIA

Van Zandt Supply Co.
 1123 4th Ave.
 Huntington

WISCONSIN

Wisc. Heating Distr.
 1518 E. North Ave.
 Milwaukee

**The Coleman Company, Dept. EM-352-1
 2nd & St. Francis Street
 Wichita, Kansas**

Yes, I would like to know more about your \$20
 PREMIUM promotion for space heaters. Please have
 your distributor's salesman call.

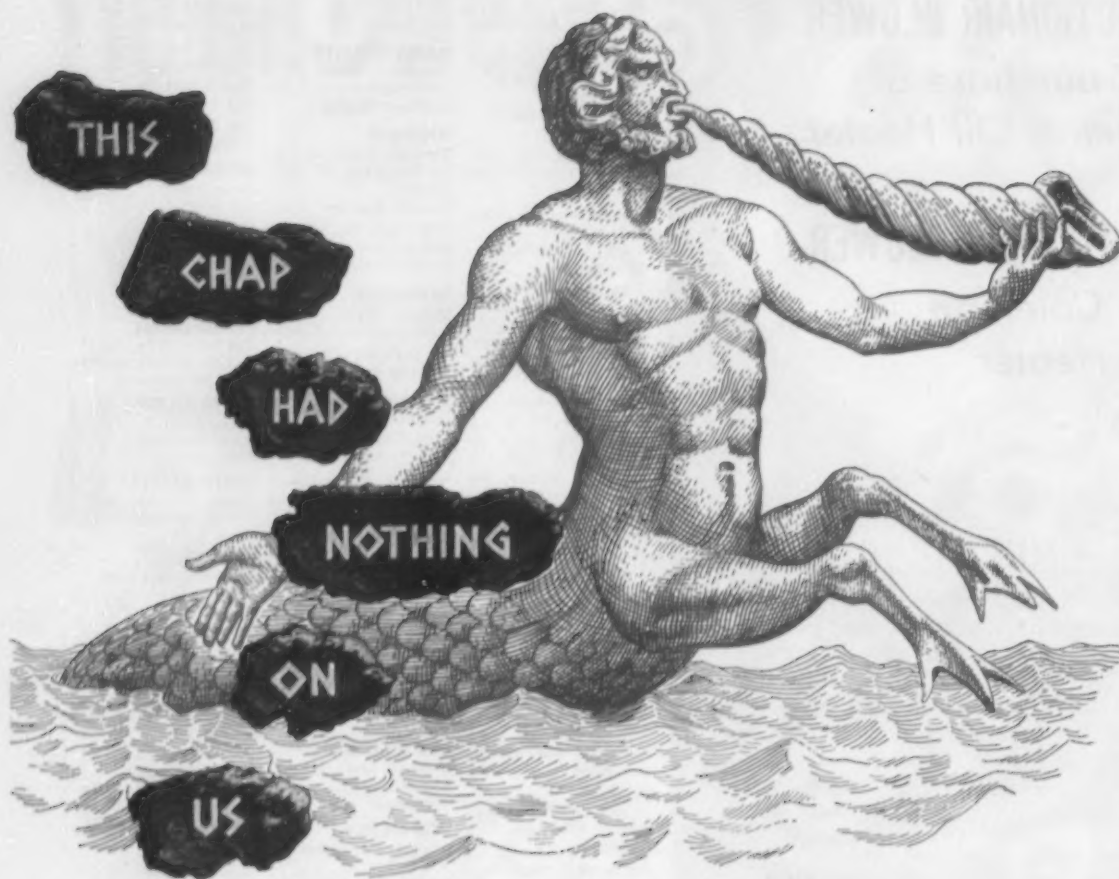
NAME _____

FIRM NAME _____

ADDRESS _____

TOWN _____

ZONE _____ STATE _____



He's Proteus, Neptune's son, a highly versatile character—hence the adjective *protean*. You never knew whether next you'd see him as a lion, a raging fire, a reptile, or an angry bull.

Here at Driver-Harris, we do protean marvels too . . . with *metals*. For instance, Nichrome*, the unique heat-resistant, corrosion-resistant, electrical-resistance alloy known the world over, has long been the engineer's yardstick of comparison not in one, but in at least 3 widely different applications.

TO GENERATE HEAT: In all applications of producing heat by electricity, particularly to temperatures above 1700°F., Nichrome and Nichrome V set the quality standard. From simple electrical appliances such as ranges, broilers, toasters, etc. to giant industrial furnaces, no other alloys enjoy such widespread recognition and use.

TO RESIST HEAT: Because of its unsurpassed resistance to heat and corrosion, Nichrome is used for making massive furnace muffles and

retorts often weighing tons, and work-loading fixtures of all shapes. The outstanding property of Nichrome here is its extremely long life, which results in low heat-hour costs.

TO RESIST ELECTRICITY: The greatest contribution to outstanding stability and miniaturization of resistors is made by Nichrome wire. Drawn to sizes as small as .0005 and finished in a variety of insulations, Nichrome is a boon to electronics in the manufacture of high tolerance resistance units of all types.

Added to the nickel and chrome of Nichrome and Nichrome V is always one exclusive ingredient—the supreme mastery of the Driver-Harris specialists, gained in their 57 years of melting and drawing experience.

In recognition of its unique properties, the United States Patent Office in August, 1908, granted solely and exclusively to us the trademark NICHROME. There is *only one* Nichrome, and it is made only by Driver-Harris.

*T. M. Reg. U. S. Pat. Off.



Driver-Harris Company
HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

PAGE 124

He's Riding High

CONTINUED FROM PAGE 85

in Colorado's Weld County, Herdman sold 112 Sunbeam fry pans. Simultaneously, folders on popup sandwich toasters, sent strictly to "townsman" turned up 75 sales. In the three weeks before Mother's Day of 1954, some 4,000 pieces of direct mail were sent out to "family customers" with one or more children in school, which netted similar results with waffle irons, electric mixers, sandwich grills, etc.

Three Steps at Once

The decisive program to better electrical housewares profits was actually divided into three areas by Dick Herdman. These included, first, the breaking down of the store's entire past customer list and development of a much more inclusive mailing list of homeowners throughout the entire area; second, expanding the inventory; and, third, setting up a service program which would impress itself effectively on customers. All these steps were taken simultaneously, with the mailing lists accurately classified through long acquaintance with many of the customers, selecting names from REA lists of subscribers, from various other sources, and personal investigation into the type of occupation of new comers moving into the Greeley area.

"We consider our mailing list all-important," Herdman declares, "because, due to its selectiveness, we can dispatch direct mail which has a better than average chance of producing results. Consequently, we haven't spared any effort or expense to correctly classify every name."

Meanwhile, the electrical housewares inventory at Herdman Electric Co. was built up to \$7,400, resulting in a mass display which occupies 30 feet along one main aisle of the big Herdman store, some 25 percent of the wall space on the left side of the store, and two separate booths for fast moving staple electrical housewares items such as irons and coffee makers.

"Once we had made up our mind that we were going to operate the small appliance section as a serious business," says Herdman, "we decided (Continued on page 128)



"I MUST HAVE MISUNDERSTOOD YOU. . . YOU EXPECTED TO GET ONE FOR 'HOW MUCH?'"

AUGUST, 1955—ELECTRICAL MERCHANDISING

Now Maytag opens up a whole new automatic washer market



**The new Maytag A-4
...a top-quality
automatic in the
middle-price field!**

- ★ Lists for \$30 less than other automatics that even come close in quality and features
- ★ Provides full margins for you
- ★ Not only easy to sell—designed to make trade-ups easier than ever
- ★ Completely automatic
- ★ Genuine Maytag quality throughout (no corners cut)

**BACKED BY THE STRONGEST
ADVERTISING OF ANY AUTOMATIC.
...NIGHT-TIME TV EVERY WEEK
OVER CBS**

The new Maytag A-4 is being shown coast to coast on the great dramatic series

“Star Time Playhouse”

See your paper for time and station

THE MAYTAG COMPANY

NEWTON, IOWA

EUREKA introduces

FOR BIG FALL PROMOTIONS AT

Introducing

THE SPARKLING NEW

EUREKA

MODEL
805

SUPER Roto-Matic

with ZIP-CLIP Swivel-Top

"I'm wild about
the Roto-Matic.
We've got small rugs—
some are shags. The tools
are just grand—
CLEAN EVERYTHING."



and Sensational New
4-WHEEL ROTO-DOLLY

RATED NO. 1
BEST BUY

ZIP-CLIP
opens
instantly.

LIMITED TIME!

FREE! New \$10.00 ROTO-DOLLY
With each cleaner

As a special FREE Introductory Offer, a beautiful new \$10.00 roll-easy, 4-wheel Roto-Dolly will be included with each Eureka Roto-Matic cleaner for a limited time only.

It's terrific! Adds new beauty and amazing new appearance to the famous Eureka Roto-Matic. Finished in jewel-like "Roto-Matic Red" with gray vinyl bumper, it rolls on 4 rubber, swivel, ball-bearing wheels. Get it FREE! Give it FREE!

NO TIP!

Exclusive
ATTACH-O-MATIC
Clip-on Tools

SUPER
POWER
3/4 HP MOTOR

New ROTO-DOLLY
adds Amazing New
Beauty!

EASY TO
ATTACH!

Merely set any Roto-Matic
cleaner on Roto-Dolly so
that spring clamps lock se-
curely to 2 clips on lower
side of cleaner. Can be
released in a jiffy.



FEATURE BOTH!

Only two models, but a complete
home cleaning department for you.
Whatever the cleaning require-



With
FREE \$
ROTO-DOLLY

STILL ONLY

\$69.95

Complete with
deluxe tools

EUREKA WILLIAMS COMPANY

Division of Henney Motor Company, Inc.
Bloomington, Illinois

In Canada: Onward Manufacturing Company, Ltd., Kitchener, Ontario

2 Terrific Cleaners!

SPECIAL LOW PRICES!



'It's just the cleaner for me. I have carpets wall-to-wall and they're a job to keep clean. Then too, at my age—got to do things easy.'

ALL 3 basic cleaning actions are combined

Beats, Sweeps and Suction Cleans

You merely guide the new EUREKA Super Automatic



The 12-inch motor-driven Dirt Disturbulator has 3 rows of pure nylon bristles . . . do not absorb moisture . . . never get soft or flabby. Guarantees better cleaning action and longer life than ordinary horse hair.

NO DUST BAG TO EMPTY—The new colorful "Zipper" cloth bag with disposable paper dust bag assembly and 3 extra paper bags is standard equipment on the new Eureka Automatic S-255. A special all-cloth dust bag is available for commercial cleaning.

EXCLUSIVE 2-SPEED MOTOR—The 2-way switch in the handle produces *high speed*—powerful suction for cleaning heavy rugs and carpets—or *low speed*, less suction, for cleaning small, flimsy rugs on smooth floors. This 2-speed action is most necessary—most desirable in cleaners of this type.

QUICKLY CONVERTS INTO POWER DRIVEN FLOOR POLISHER—Merely remove regular Disturbulator and insert the specially designed EUREKA waxer—polisher brush. Use a good paste wax. Gives a professional, hard, glossy wax finish to linoleums, hardwood floors, tile. Optional \$7.50. (Good Free Premium or trade-in offer.)



BEST SELLERS!

ments, one of these sensational new Eureka cleaners fills the bill . . . exactly!

All steel motor hood only 6" high goes under low furniture

Introducing

THE DAZZLING NEW

EUREKA

MODEL S-255

Automatic

SUPER with Motor-Driven Dirt Disturbulator and many improvements

New! All new! The gorgeous new Eureka Automatic S-255 is beauty plus. Color-styled in glowing red and silver grey, it is a perfect match with the famous Roto-Matic—a dramatic double "eye-full" for every dealer's store. It's a marvelous cleaner for the quick, easy cleaning of large rug areas and wall-to-wall carpets.

Many improvements have been added. The "Zipper" bag with paper dust bag—all steel motor hood—removable bottom plate for easy replacing of belt and brush—snap-in visor for searchlight—completely sealed motor ball-bearing—and yet, the price of the cleaner is still only \$89.95—the set of deluxe cleaning tools in Handy-Pak is reduced to \$19.95. This means \$30 to \$40 less than any comparable cleaner.

\$ ONLY 89⁹⁵

Deluxe 8-Piece Set of Cleaning Tools in Convenient HANDY-PAK

\$19⁹⁵



Brilliant searchlight provides illumination for darkest rooms and corners. Snap in visor allows for easy change of light bulb.

Mr. Dealer...

IS YOUR PROSPECT

Mechanically Minded?



... then give him all the FACTS about the famous

Tecumseh
HERMETICS

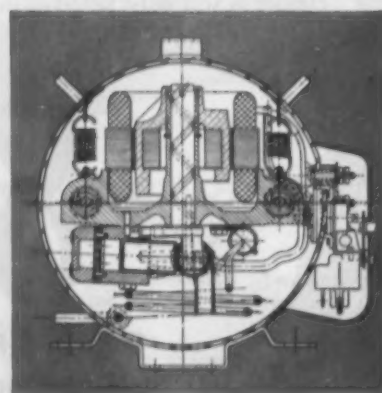
● Most people want to know all the facts about the household refrigerator they buy. That is why we at Tecumseh Products feel that it is important for you to know all the outstanding features about Tecumseh Hermetics because it makes your selling job easier.

● It will pay you as a dealer to tell your customer about these Tecumseh facts:

● **LOW INITIAL COST** is passed on in lower price refrigeration equipment or more "extras" at the same price.

● **QUIET OPERATION** assures customer satisfaction and builds up good will for you.

● **COMPACT DESIGN** allows more space for food storage, or smaller overall dimensions. Result... more refrigeration for the money.



● **LOW OPERATING COST** due to efficient design balancing compressor exactly to the installation. This factor also minimizes the necessity for service calls under warranty, saving money for both the customer and yourself.

For complete information about the Tecumseh Hermetics, write Dept. D-1 today.

REMEMBER THERE ARE OVER 22 MILLION TECUMSEH UNITS IN USE TODAY!



TECUMSEH PRODUCTS
TECUMSEH, MICH. *Company*

EXPORT DEPT., P. O. Box 2280, 24530 Michigan Ave., W. Dearborn, Michigan

He's Riding High with Housewares

CONTINUED FROM PAGE 124

that the stock should contain at least three examples of every item out in the open, where the customer can pick them up and examine them."

The main display fixture has been given extra eye appeal by six large shadow boxes at knee height, in which coordinated groups of electrical housewares are assembled for their suggestion value. One of the brightly lighted shadow boxes, for example, may group a coffee maker, a waffle iron, and an electric fry pan. In another, the group may include a sandwich grill, electric bean pot, and a juicer. These shadow boxes have proven exceptionally valuable in pointing out to gift-givers the practical relationship between one type of electrical housewares item and another, particularly where men in search of gifts for women are concerned.

From Service, No Disappointments

The service department is not one whit less important in merchandising operations. The shop actually extends the full width of the store rear, more than 50 feet in length, with section after section of wall shelving divided into alphabetically indexed bins for electrical housewares items undergoing repair, waiting for service, or customer pickup. Steel parts cabinets are set at intervals in the storage area, at the work bench where repairs are performed, and in the stock room, so that it is a simple matter for the salesmen, waiting upon a customer to escort her back to one of the cabinets, and give her an idea of the breadth of the repair parts carried in stock.

"In these days of frequent disappointments in repairs and maintenance, we have found this step carries a lot of weight," Dick Herdman says. "Almost every traffic appliance prospect visiting the store for the first time can bring to mind at least one appliance sitting uselessly at home. The touch of showmanship which we have applied here is to immediately locate the part which fits the situation, such as a bakelite handle for a coffee maker, a new plug unit for a coffee maker or waffle iron, a new electrode for a toaster, etc. Because we follow this routine at every opportunity, the chances are that we will land a repair job, as well as the sale of a new appliance. There have been instances in which the shopper was in search of a new appliance to replace one out of service at home. If we can put the old unit back into operation for her, we tell her so, and depend on the good will thus created to make sales in the future."

The products of eight manufacturers, in approximately three price lines, make up the \$7,400 electrical housewares display in the center of the store. Three price lines are necessary, not only because of the shifting economy of the area, which is influenced by drouth, severe winter blizzards, etc., but because they protect the list-price sale which is Herdman Electric's objective. The six salesmen who staff the floor are instructed to "start with the top" in showing and demonstrating a traffic appliance to the prospect, and offer it at the manufacturer's list price. If the customer balks, the salesman simply drops to the same type of appliance at a lower price in another line, and where necessary, even to the lowest price appliance in another line.

"Through simply doing our best to present the advantages of buying the nationally favored, dependable appliance in the top price line, we make more sales at the top of the price structure than at the bottom," Herdman says. "Lower price versions of the same appliance are there to be brought into the picture only when necessary. It doesn't take long for the prospect to realize that the electrical housewares inventory gives her as wide a choice as is possible to find anywhere in the state, and we find that side by side presentation of various price lines, with the accent on the fact that the customer is buying long years of service, rather than spending so much for an object, will in most instances trade her up to buying the better quality. The same is true where the customer is buying the appliance as a gift for someone else. Prestige, dependability, and the recipients appreciation are all effective sales tools."

Net results, with a constant flow of direct mail issued from the office anywhere from eight to 12 times per year, has been a sharp increase in electrical housewares sales. For the past two years, turnover on \$7,400 inventory has averaged three a year. (According to a recent survey of the EM dealer panel, median electrical housewares inventory is \$2,840, volume \$8,214, turnover 3.4 times). Herdman is proud of the fact that there is very seldom any sort of a price cut involved in electrical housewares sales.

"We do buy manufacturer's specials, where they give us an opportunity to build traffic," he says. "Other than that, however, the majority of our electrical housewares sales are at full list price, and the department has become as profitable as any other in the store." *End*

In September a dealer's fancy...

... turns to thoughts of TV. And Electrical Merchandising's September issue will be the annual TV and radio number, with articles on color TV, hi-fi, radio, TV service, and, of course, successful retail sales techniques.



**WIN
A
RETAILING
"OSCAR"**

Win one of these important awards
by promoting Brand Names throughout 1955!
Write for entry blank today. On this
form you will simply outline what advertising,
publicity and promotion you are doing
to tie-in with Brand Names. Or you may
simply project your plans for 1955—tell us what you plan to do.
The entrants selected as finalists will be invited
to prepare a formal presentation later.
It is easy to enter. It's fun. It's profitable.
Winning a Brand Names Plaque or Brand Names Certificate
is worth prestige and money to you.
Enter the 1955 Brand Name Retailer-of-the Year Competition today.

FREE! Send for the booklet
"How Brand Names Help Build
A More Profitable Business."

BRAND NAMES FOUNDATION, Incorporated
37 West 57th Street, New York 19, N. Y.

Please send me an entry form for the 1955 Brand Name
Retailer-of-the-Year Competition, and a copy of the free booklet
"How Brand Names Help Build A More Profitable Business."

Firm Name _____
Type of Firm _____
Executive _____
Title _____
Street _____
City _____ Zone _____ State _____

The New

DU MONT



Jewelry by TRIFARI

"Electronic Chain" of Quality

Starts a

Chain Reaction

of Promotion and Profit

for YOU

Wall Paper by
SCHUMACHER



Gown by CEIL CHAPMAN



The 24-Inch
Du Mont DOUGLAS
Authentic traditional styling in genuine
mahogany hardwood veneers.



A great new line! A new "Electronic Chain" of superior quality features in every Du Mont Teleset* at every price! *Outperforming all ordinary TV!*

● *Du Mont now gives its distributors and dealers the most dynamic quality and price promotion in television history!*

● Tying in its own quality leadership with such famous quality names as CADILLAC • CEIL CHAPMAN • TRIFARI • SCHUMACHER, in the greatest Du Mont schedule of national advertising in recent years!

● Big spreads and full pages—full color and black and white—will feature these quality tie-ins and the "Electronic Chain" Du Mont Telesets in THE SATURDAY EVENING POST and LOOK, through early Fall to your Christmas season! Plus continuing monthly Du Mont quality advertising in big-money special-audience magazines—HOLIDAY, NEW YORKER, SUNSET, EBONY, ATLANTIC, HARPER'S and PROGRESSIVE FARMER! Plus more great newspaper ads with hard-hitting local appeal!

● This new Du Mont tie-in promotion offers wonderful opportunities to all retail stores. It includes dramatic new Du Mont quality tie-in window and store displays... literature... outdoor signs... premiums... radio and TV spots! And it will be backed by strong promotional support from the top magazines and the tie-in quality leaders! Imagine working with the local Cadillac dealers on mutual displays! Imagine a fashion show with DuMont...Ceil Chapman gowns...Trifari jewelry... Cadillac cars! Or combined local advertising by Du Mont retailers and Schumacher retailers, for *doubled* impact!

Look
inside

SEE THIS GREAT NEW DU MONT WIDE HORIZON LINE

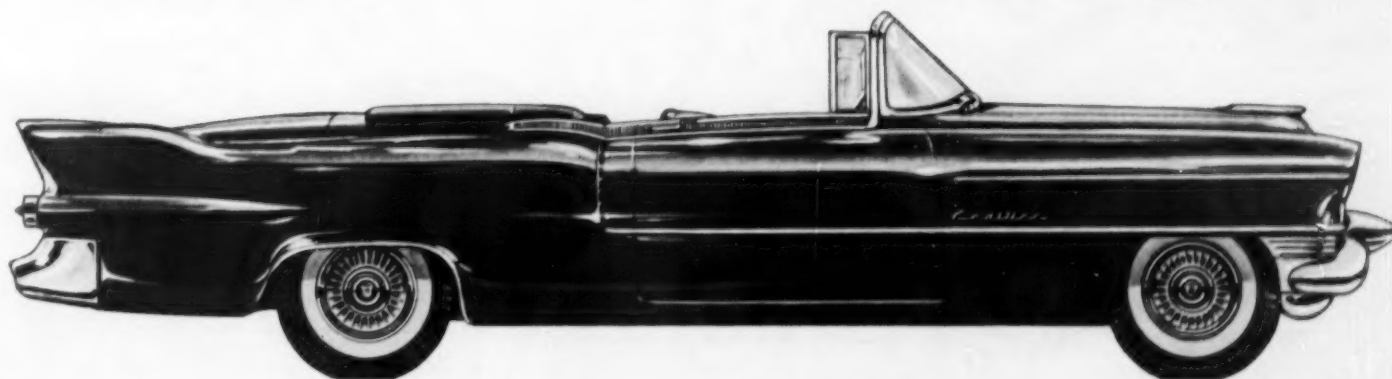
A wonderful new array of 21-inch and 24-inch all-quality models...with television's highest fidelity in picture and sound! All with solid Du Mont discounts that make all sales profitable for YOU!

Now for the price of ordinary TV!



FIRST WITH THE FINEST IN TELEVISION

as little as \$169⁹⁵



Car by CADILLAC

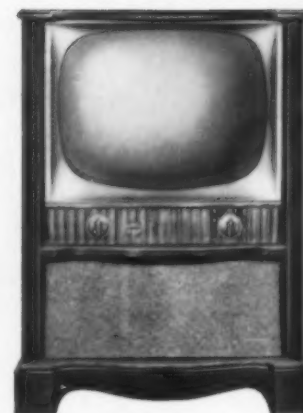
*Trade Mark



**The 24-inch
Du Mont D'ORSAY**
*Fine provincial styling in genuine cherry
hardwood veneers.*



**The 24-inch
Du Mont DARIEN**
*Authentic modern styling in genuine
limed oak hardwood veneers.*

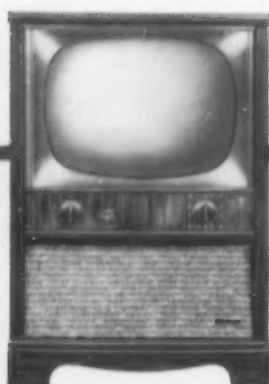


**The 24-inch
Du Mont CULVER**
*Exquisite traditional serpen-
tine styling in mahogany grain
finish on select hardwood.*

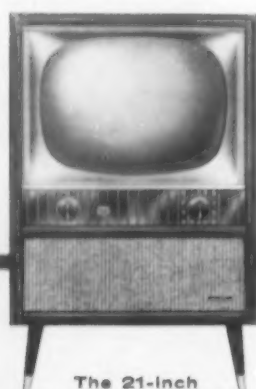
FULL QUALITY AT EVERY DU MONT PRICE!
CONTINUING PROMOTION FOR WIDEST SALES!
FULL DEALER DISCOUNTS FOR TOP PROFITS!
SEE YOUR DU MONT DISTRIBUTOR NOW!



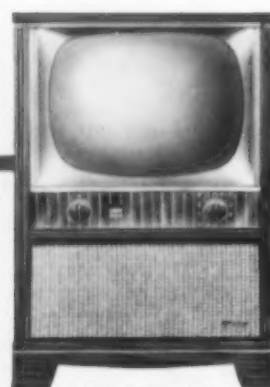
**The 24-inch
Du Mont THORNDYKE**
*Elegant contemporary styling
in mahogany or limed oak
grain finish.*



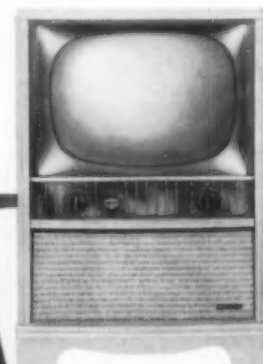
**The 21-inch
Du Mont CARLISLE**
*Distinctive "bow-front" in
walnut, mahogany or limed
oak grain finish.*



**The 21-inch
Du Mont CONOVER**
*Modern styling in walnut,
mahogany or limed oak grain
finish.*



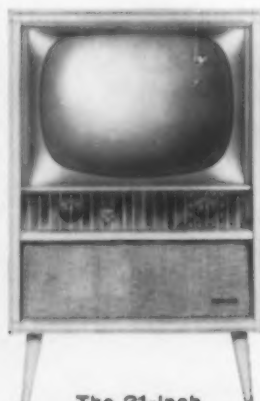
**The 21-inch
Du Mont CAROL**
*Authentic traditional styling
in walnut, mahogany or limed
oak grain finish.*



**The 21-inch
Du Mont CROFT**
*Distinctive "bow-front" in
walnut, mahogany or limed
oak grain finish.*



**The 21-inch
Du Mont TABOR
Console**
*Modern metal cabinet in rich
ebony or dusty gold finish.*

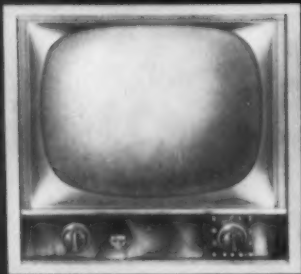


**The 21-inch
Du Mont CABOT**
*Delightful modern styling in
walnut, mahogany or limed
oak grain finish.*





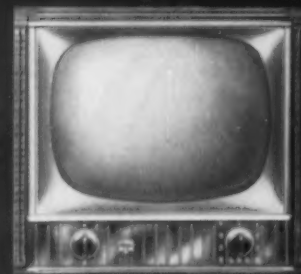
**The 21-inch
Du Mont METROPOWER**
*Modern metal cabinet in ebony or
cocoa finish. Special chassis for
strong signal areas.*



**The 21-inch
Du Mont TAFT**
*Smart modern styling in mahog-
any or limed oak grain finish.*



**The 21-inch
Du Mont TEMPLER**
*Smart modern styling in wal-
nut, mahogany or limed oak
grain finish.*

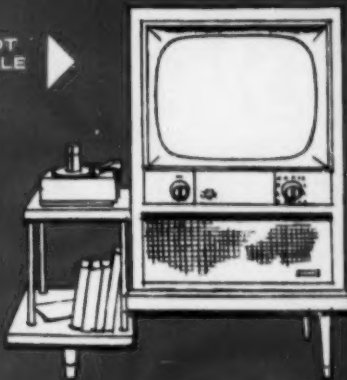


**The 21-inch
Du Mont TARKINGTON**
*Dignified contemporary styling in
mahogany grain, limed oak grain,
or leather finish.*

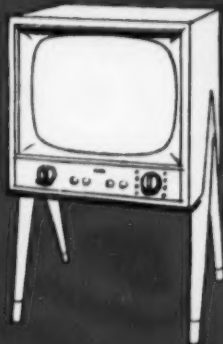


**The 21-inch
Du Mont TALBOT**
*Contemporary styling. Metal
cabinet with wood front in ma-
hogany finish, or limed oak
finish with walnut front.*

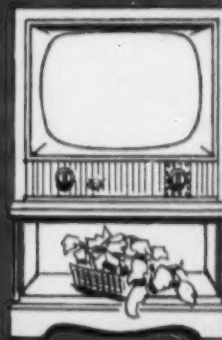
The 21-inch Du Mont CABOT
—on matching **TANDEM TABLE**
in smart mahogany or limed oak
grain finish. Holds record player and
radio or accessories.



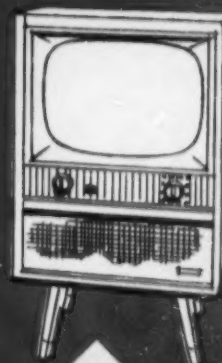
**The 21-inch
Du Mont METROPOWER**
—on **CRADLE BASE**
with contrasting cocoa finish, or
matching ebony finish.



**The 21-inch
Du Mont TAFT**
—on **TANDEM TABLE**
in matching mahogany or limed
oak grain finish. Holds record player
or radio, plus records, books or
flowers.



**The 21-inch
Du Mont TARKINGTON**
—on matching
PLANTER BASE
in luxurious mahogany or limed oak
grain finish.



**The 21-inch
Du Mont CONOVER**
—on matching
SWIVEL BASE
with walnut, mahogany or limed oak
grain finish.



**The 21-inch
Du Mont TARKINGTON**
—on **LEATHER STEP-TABLE**.
Handsome red leather finish, 14"
legs, harmonious design.



New Du Mont Wide Horizon Decorator Ensembles

- beautiful, high-style tables and matching bases for many new Du Mont Telesets!
- attracting customers with new ideas for spacious room arrangements!
- bringing you extra sales, extra profits without costly inventory!

For greatest promotional value, all Decorator Ensemble bases are available in a selection of finishes and have been designed for interchangeable use with other sets in the Du Mont line.



**The 21-inch
Du Mont TEMPLER**
—on 45" **MARBLE CORNER TABLE**.
Rich black-and-gold marble finish
top, 14" brass legs.



**The 21-inch
Du Mont TAFT**
—on 45" **FLAT COFFEE TABLE**
with beautiful breche rose marble
finish top, 14" brass legs.

You a target?



Let's face it. .we're all targets!

If your plant is not ready with a disaster plan, better act now. There's not a single American plant that's out of range of an intercontinental bomber—and fires, floods, tornadoes or explosions can kill you just as dead as an atom bomb.

It costs next to nothing to take a few simple steps which may save hundreds of lives. Here they are. Check them off today.

☐ **Call your local Civil Defense Director.** He'll help you set up a plan for your offices and plant—a plan that's safer, because it's integrated with community Civil Defense action.

☐ **Check contents** and locations of first-aid kits. Be sure they're adequate and up to date. Here,

again, your CD Director can help. He'll advise you on supplies needed for injuries due to blast, radiation, etc.

☐ **Encourage personnel** to attend Red Cross First-Aid Training Courses. They may save your life.

☐ **Encourage your staff** and your community to have their homes prepared. Run ads in your plant paper, in local newspapers, over TV and radio, on bulletin boards. Your CD Director can show you ads that you can sponsor locally. Set the standard of preparedness in your plant city. There's no better way of building prestige and good community relations—and no greater way of helping America.

Act now . . . check off these four simple points . . . lives are at stake . . . have you a right to delay?



*Stands out
above all!*



Exclusive

"The secret's in Farberware exclusive thermostat plug! No other electric skillet has it . . . no other electric skillet is so easy to use, so easy to clean as the new Farberware Electric Fry Pan! 10 and 12 inch Sizes.

Only the *New* **FARBERWARE ELECTRIC FRY PAN**

*is Stainless Steel
and Completely Immersible!*

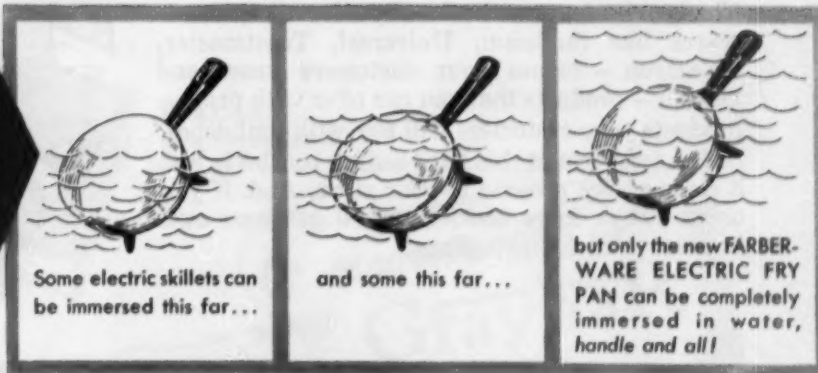
**EXCLUSIVE,
NEVER-BEFORE
FEATURES!**

- All stainless steel!
- Thick aluminum-clad bottom!
- Heats evenly, cooks faster!
- Washes easily and safely!

**NATIONALLY
ADVERTISED!**

Your customers will be reading about the new Farberware Electric Fry Pan in large advertising space throughout fall and winter.

*No other
like it!*



Some electric skillets can be immersed this far...

and some this far...

but only the new FARBERWARE ELECTRIC FRY PAN can be completely immersed in water, handle and all!

Be first to feature it — ORDER NOW!

S. W. FARBER, Inc., New York 54, N. Y. • Makers of stainless steel cookware with that wonderful aluminum-clad bottom!

NOW IT'S EASIER . . . to make every day



PLAN NOW to use Graybar's new 1956 Gift Booklet. Time it for your heavy selling. This year it's printed in red and green for extra stopping power . . . extra sales. Every one of the 24 pages is an idea starter for electrical gifts for every occasion. The booklet features nationally advertised housewares like Sunbeam, Universal, Toastmaster, Telechron — names your customers know and respect — products that you can offer with pride — products your customers will buy with confidence.

The total cost of this hard-selling booklet is just 3 cents apiece prepaid to your store. And, if you order 500 or more booklets, you'll get your own imprint on each copy — Free!



MAKES THIS COMING SEASON A SEASON

AND LESS EXPENSIVE a day of sales

with the

1956 GRAYBAR GIFT PROMOTION

TAKE ADVANTAGE OF OUR NEW DIRECT MAIL SERVICE!

For only 2 cents extra the Graybar Gift Booklet will be addressed, imprinted and mailed to your customers. (Total cost 5 cents each.) Check the advantages of this new offer:

- 1 You have no lists to secure, no addressing or stamping. Simply select the town, section of the city or even the streets you want to cover in your area and the booklets will be automatically mailed in accordance with your instructions.
- 2 Mailing the booklets, rather than handing them out at the counter, gets new customers into your store.
- 3 You pinpoint your prospects. The booklet attracts only the attention of people *in your selling area* — there's no waste advertising.
- 4 You compete with any other dealer in your area *regardless of size*.
- 5 The extra 2 cent charge for mailing is exactly what you would have to pay to mail the booklet yourself — and you save the time and effort it would take.

ACT NOW! Call your Graybar Representative. Ask him to rush in with full details on Graybar's Gift Booklet and 1956 Edition Graybar Catalog of Electric Housewares. Don't put it off — call him, today! Graybar Electric Co., Executive Offices: Graybar Building, 420 Lexington Ave., New York 17, N. Y.

543-68



1956 Catalog of
Electric Housewares

recommended by
GraybaR

OF SALES WITH APPLIANCES . . .

Slim (Micro) Tube says:

*They've got
to be thin
to give
quick response*

You have what your customers want
... faster response at every turn of
the switch—up or down ... when
you sell ranges equipped with ...

CHROMALOX

Microtube

Surface Units

More leading makes of electric
ranges are equipped with Micro-
tubes than any other unit ... for
reasons like these ...

FASTER HEAT-UP ... slim tube is hot
in seconds.

QUICKER RESPONSE ... thin, sturdy
tube has only $\frac{1}{3}$ the mass to heat
up or cool down, in response to any
change in switch position.

MORE HEATING SURFACE ... flat-
top, close-spaced coils provide max-
imum contact with cooking utensils;
built-in coil support keeps them per-
manently flat, in uniform allover
heat pattern.

Ask for Microtube-equipped ranges.
You get these extra selling points
which increase sales; result in quicker
turnover, more profits.

For complete information on
Chromalox Microtube Surface Units,
write us direct.

A-9400

Edwin L. Wiegand Company

7525 Thomas Boulevard
Pittsburgh 8, Pa.

The trend is toward
slim, flat-top



Microtubes

CHROMALOX

*"Electric Cooking
at its Best"*





4 Adaptors plus 2 Microtubes

service 98% of all range openings. Order from a Chromalox Distributor. If you don't know a Chromalox Distributor, contact one of these . . .

CHROMALOX

DIRECT FACTORY REPRESENTATIVES

ATLANTA 9, GEORGIA
C. B. Rogers and Associates
1000 Peachtree Street, N.E.—Elgin 1733

BALA-CYNWYD, PENNSYLVANIA
J. V. Calhoun Company, 349 Montgomery Avenue
Greenwood 3-4477-78-79-80 (Philadelphia Exchange)

BALTIMORE 18, MARYLAND
Paul V. Renoff Company
333 East 25th Street—Hopkins 7-3280 - 7-3281

BLOOMFIELD, NEW JERSEY
M. B. Rosevear Company, Inc.
Two Broad Street—Bloomfield 2-8600-8604
New York City: Worth 4-4258, 4-4278

BOSTON 11, MASSACHUSETTS
Leo C. Pelkus and Company
683 Atlantic Avenue—Liberty 2-1970 and 2-1946

BUFFALO 2, NEW YORK
Niagara Electric Sales Company
505 Delaware Avenue—Sumner 4000

CHATTANOOGA 2, TENNESSEE
Harold Miles and Associates
424 Georgia Avenue—Phone 5-3862

CHARLOTTE 2, NORTH CAROLINA
Ranson, Wallace & Co., 116½ East Fourth Street
Edison 4-4244—Franklin 5-1044

CHICAGO 5, ILLINOIS
Fred I. Tourtelot Co., 407 South Dearborn Street
Harrison 7-5507, 7-5508, 7-5509

CINCINNATI 8, OHIO
William F. Smyser Company
1046 Delta Avenue—Trinity 1-0605

CLEVELAND 13, OHIO
Anderson-Bolds, Inc.
2012 West 25th Street—Prospect 1-7112

DALLAS 28, TEXAS
L. R. Ward Company
3009-11 Canton Street—Riverside 6279

DENVER 11, COLORADO
Richards & Associates
2415 15th Street—Glendale 5-3651

DES MOINES 14, IOWA
Midwest Equipment Company of Iowa
842 Fifth Avenue—Des Moines 3-1203

DETROIT 38, MICHIGAN
Carman Adams, Inc.
15760 James Couzens Highway—University 3-9100

HOUSTON 3, TEXAS
L. R. Ward Company
1814 Texas Avenue—Blackstone 0356

INDIANAPOLIS 8, INDIANA
Couchman-Conant, Inc.
627-631 Architects & Builders Bldg.—Melrose 5-5313

KANSAS CITY 8, MISSOURI
F. D. Moore Company
106 East 14th Street—Victor 3306

LOS ANGELES 11, CALIFORNIA
Montgomery Brothers
2113 South San Pedro Street—Richmond 7-9401

MIDDLETOWN, CONNECTICUT
Dittman and Greor, Inc.
33 Pleasant Street—Diamond 6-9606

MILWAUKEE 3, WISCONSIN
Gordon Hatch Company
531 West Wisconsin Avenue—Broadway 1-3021

MINNEAPOLIS 4, MINNESOTA
Volco Company
831 South Sixth Street—Geneva 3373

NEW YORK CITY, NEW YORK
See Bloomfield, New Jersey

OMAHA 2, NEBRASKA
Midwest Equipment Company of Omaha
1614 Izard Street—Atlantic 7600-7601

PHILADELPHIA, PENNSYLVANIA
See Bala-Cynwyd, Pa. (Suburb of Philadelphia)

PITTSBURGH 8, PENNSYLVANIA
Woessner-McKnight Co., 1310 Highland Building
115 South Highland Avenue—Emerson 1-2900

PORTLAND 9, OREGON
Montgomery Brothers
1632 N.W. Johnson Street—Beacon 4197

ROCHESTER 4, NEW YORK
Niagara Electric Sales Company
133 South Clinton Avenue—Hamilton 2076

ST. LOUIS 1, MISSOURI
C. B. Fall Company
317 North 11th Street—Chestnut 1-2433

SAN FRANCISCO 3, CALIFORNIA
Montgomery Brothers
1122 Howard Street—Underhill 1-3527

SEATTLE 4, WASHINGTON
Montgomery Brothers
911 Western Avenue—Seneca 3270

SYRACUSE 6, NEW YORK
Rob-Smith Company
2507 James Street—Syracuse 73-2748

WICHITA 2, KANSAS
F. D. Moore Company, Room 211 Derby Building
352 North Broadway—Amherst 2-5647

EXPORT DEPARTMENT—1010 Schaff Building
Philadelphia 2, Pennsylvania—Locust 4-4020

Successful Small Appliance Service—Repairing Mixers

CONTINUED FROM PAGE 88

1" x 5", saturate it with carbon tetrachloride, and twist the cloth into a long cylindrical swab, thick enough to fit the bearing snugly. Twirl and move the swab through the bearing with a seesawing motion.

To test the bearings for transverse and/or vertical wear and for free movement, insert the armature shaft into one bearing at a time. Here, you need a discerning touch, for this is a precision fit where no looseness can be tolerated, but where free rotating movement is essential. In operation, worn or elongated bearings cause the motor to chatter, usually more so when starting and in the lower speeds, but do not confuse this abnormal sound with that of a noisy governor.

Food mixer bearings seldom require replacement, but when you are confronted with such a job, follow the manufacturer's recommended servicing procedure to the letter. For example, one manufacturer may suggest sending the entire motor to the factory for bearing replacement; another may supply the bearings separately and also have available at nominal cost the aligning reamer or burnishing tool which, if required, you must have to fit the bearings correctly; still another may furnish the bearings as a sub-assembly with the motor end caps ready for use without reaming.

When you do install new bearings, if the service manual for the make in hand does not give complete instructions, you may find this general procedure helpful. First of all, keep in mind that the armature must be perfectly centered between the field magnets where it revolves with extremely close clearance; and—in order to insure this perfect centering as well as exact alignment, one bearing with the other—not even the slightest deviation in angle can be tolerated. You must, therefore, use the utmost care in handling the end caps, the housing, and other related parts so that you do not unintentionally distort them and thereby render alignment impossible. With these precautions in mind let us assume that the motor is apart and you are ready to replace the bearings.

Clear the work area and put the motor housing or end cap which contains the worst bearing in front of you. Always begin with the worst bearing. Examine the end cap to find out if anything would hinder removal of the old bearing, such as oil tube or wick or the like, and remove any such parts. Compare the new bearing with the old one to be sure they correspond. Now in order to position the new bearing correctly, note the amount of protrusion of the old bearing on one side or the other; if one side is flush, mark that side of the housing with a crayon if you fear you will forget. If neither side is flush, measure the inside protrusion and record this measurement. If the bearing has a shoulder, it almost invariably faces to the inside. If you do not have a bearing installation tool in your kit, you can easily and quickly improvise one for less than a dollar by following the directions in the next paragraph.

Select from your snap-on socket wrenches the smallest socket into which the mixer motor bearing including the shoulder (if it has one) will slide easily. Now try the socket over the protrusion of the old bearing to make sure that the socket edges will seat squarely against the boss of the housing. Lacking a better name, we shall call this part of the tool the receiving collar. The rest of the tool comprises a fillister head cap screw slightly smaller in diameter than the bearing bore and about ¼" longer than the bearing and the receiving collar combined. A common smooth iron washer, a lead washer, and a hexagon nut to fit the cap screw completes the tool.

Now decide from which side of the housing you will withdraw the bearing; if the bearing has a shoulder, you have no choice; but if not, remember that the shortest way out is always preferred. Slip the cap screw through the old bearing from one side of the housing, and on the other, fit the receiving collar over the bearing protrusion and onto the boss; while holding these parts loosely in position, put the iron washer and the nut onto the threaded end of the cap screw and draw it up finger-tight, being careful to center the entire rig. Lubricate the washer with a few drops of light machine oil. Now as you tighten the nut with a wrench, the bearing will be drawn slowly into the receiving collar with no risk of distorting the housing.

To install the new bearing, separate the parts of the improvised tool and slip the lead washer first onto the cap screw and follow it with the new bearing. We shall not use the receiving collar at this stage, but to eliminate wobbling of the cap screw as the new bearing is drawn in, cut off about ¼" from the old bearing to serve as a guiding collar. File or grind enough from the outside of this collar so that it can be pushed into the bearing aperture with your fingers. If you have a choice as to which side to insert the new bearing, choose the shortest way in. Note at this point whether a special radial position of the bearing is required to coincide with an oil tube or the like.

Now start the bearing with your fingers if possible, but if not, place it as nearly straight as you can with the cap screw still in it and the lead washer under the head and slip the guiding collar over the threaded end of the screw and into the bearing aperture on the opposite side of the housing, then put the iron washer and the nut on the screw. Make sure that the iron washer seats squarely against the boss, drop a little oil between the nut and the washer, and tighten finger-tight. Now align the whole arrangement and start tightening it with a wrench, carefully watching the progress of the operation as you do so. Remember, extreme force is not necessary—so go slowly. If the wrench does not turn easily, check the alignment as the bearing may be slightly cocked. When the bearing is about two-thirds in, remove the nut and iron washer

so that you can shake out the guiding collar. If the bearing is to be drawn up flush, replace the nut and iron washer and continue tightening. The washer will stop the bearing perfectly flush. If the bearing is to protrude, however, interpose the receiving collar so that you can pull through the protrusion.

In order to preserve as nearly as possible the original alignment of the armature, the next step in the installation of new sleeve bearings is the reaming of the one new bearing just installed—if reaming is required. First, assemble the motor without the armature, tightening the end caps evenly and as firmly as you would for the final assembly; then slide the aligning reamer through the old bearing—which is to serve as a guide for the reamer hub—and into the new bearing, turning and advancing the reamer slowly until the new bearing is reamed. If the other bearing is to be replaced, repeat the installation process using the first new bearing installed as a guide for the reamer for the second bearing. When both bearings are in place and reamed, assemble the motor again, but this time with the armature in order to check the alignment and also to find out how many shims, if any, will be required.

Fields. When the motor is opened for other service, the field are easily tested with the prods in series with a 25-watt lamp. Each coil may be tested separately for open circuits, short circuits, and grounds. Do not, however, add the 1000-watt heater coil to the series lamp when testing field coils; if you are in doubt as to whether there is a closed or short circuit, check the magnetism of the core with a screwdriver while the coil is connected in series with a 25-watt lamp. If either field coil is faulty, replace both. Never attempt to repair defective field coils.

Commutator Brushes and Springs. If you would rise above mediocrity as a serviceman, remember this small detail: Whenever you service the motor, clean the carbon brush slots thoroughly and make sure that the brushes will slide all the way through under no more pressure than their own weight. If the motor is apart, you can seesaw a swab (similar to that suggested for cleaning bearings) through each slot until it is perfectly clean. If there is evidence of grease in the slots or on the brushes, clip a warning note to the repair tag to remind the service counter attendant to show customer where motor should be oiled.

Assembling the Motor. Assuming that all the original parts which you intend to re-install have been cleaned and neatly spread out together with the new parts, before you begin assembling the motor examine the interior wiring of the housing for proper placement to prevent fouling the armature and make certain that all splices and connections are tight and that each is compactly and adequately insulated.

One of the most important steps in assembling any machine is the providing of initial lubrication for all its (Continued on page 142)

VOLUME

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YOUR TIME AND YOUR WORK IS THE BRAND THAT MAKES
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GENERAL  **ELECTRIC**

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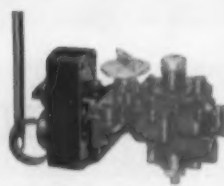
ELECTRIC

ET Electric thermostat — Wall thermostat operates heater from high fire to off, or from high fire to low by-pass flame. Complete kit includes: electric operator plus thermostat, plug-in transformer, wire and staples.



MODULATING

55 MT modulating thermostat — A liquid-charged thermo bulb modulates flame between high and low fire. Maintains constant comfort despite fluctuating outside temperatures. No wiring.



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55 MTS modulating snap thermostat — Operated by a sensitive thermo bulb, the MTS modulates the fire from high to low... quietly snaps off when the low fire is no longer required. Absolutely quiet operation.



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ANOTHER COMMON-SENSE ADVANTAGE of 55 Gasapack! You offer: (1) 100% automatic pilot, (2) Large pilot filter, (3) Pressure regulator for city gas, (4) Main shutoff, (5) Pilot shutoff. Everything that's needed for dependable operation.

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Repairing Mixers

CONTINUED FROM PAGE 139

moving parts. Put a few drops of oil, therefore, into each bearing and a little on the armature shafts so that lubrication is assured from the first revolution.

As you assemble the housing, push the parts into place with your hands and then check the armature for free movement by twirling the shaft. Now tighten the housing screws gradually, alternating between opposite screws to insure good alignment, twirling the armature shaft occasionally as you go along. If binding occurs as the ends are drawn up, and you are sure that they are being drawn up evenly, separate the parts, remove one shim, and re-assemble. End play adjustment is critical in nearly all mixer motors; too much will cause erratic governor operation; insufficient end play will jam the motor. Do not force the parts together, but take time enough to get this portion of the work as nearly perfect as possible.

The final end play adjustment in some makes, however, is made from

An appliance firm owner is a fellow who got to work for years at 8 a.m. so he can end up owning the place—and get to work at 7 a.m.!

the outside through a thrust regulating screw and hence can be left until the motor is completely assembled. You must be careful, though, even in this type, that the proper thrust washer, if required, is in place on the opposite end of the armature shaft before you close the motor. To adjust the end play in this model, tighten the thrust regulating screw just to the point where the armature starts to bind, then back it off about a quarter of a turn and tighten the checknut. Keep in mind the commutator when making end play adjustments, for you must be sure that the brushes will center upon the running surface of the commutator.

Now make certain that the oil wicks, if required, are in place and that the oil chambers are charged with the oil recommended by the manufacturer.

The cord set is such an inexpensive part of a mixer that it should be replaced if it is faulty in any respect. Examine it for cracked, broken, or gummy outer sheath.

With some makes you may be able to do at least a full-speed running test at this point, but generally it will be less trouble for you to defer a running test until the governor is in place.

Servicing the Gear Case

Gears. You must—without exception—clean the gear case thoroughly and discard all the old lubricant whenever you install new gears, for it is impossible to rid this enclosure of worn or broken gear fragments in any other way. Remember that one stray chip can do serious damage.

Clean the spindle bearings—when ever you remove them—by the same (Continued on page 147)

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and complete
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line...

Arvin
Velvet-voice Radios

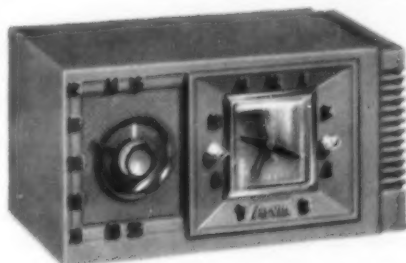


Arvin Starlighter MODEL 957T

Jewel-like beauty in the new panoramic clock face, clearly styled for exceptional legibility. Five tubes including rectifier. Air loop antenna. Alnico "V" PM speaker. Power supply 110-120 volts. AC operation only. 1100-watt appliance outlet on back. Size 12 $\frac{1}{8}$ " long, 6 $\frac{1}{2}$ " high, and 5 $\frac{1}{4}$ " deep. Shipping weight 10 lbs. UL approved. **Colors:** Ivory, Willow Green, Sandalwood and Flame. **Retail \$39.95**

Arvin clock radios

LULL YOU TO SLEEP THEN WAKEN YOU WITH GENTLE MUSIC



Arvin Futura MODEL 858T AND 859T

Refreshing new styling in clock-radio design combines dignity and outstanding beauty. Five tubes including rectifier. Telechron clock timer. Power supply 110-120 volts. AC operation only. Alnico "V" PM speaker. 660-watt appliance outlet. Size 5 $\frac{3}{4}$ " high, 11 $\frac{1}{4}$ " wide, and 4 $\frac{3}{4}$ " deep. Shipping weight 8 lbs. UL approved. **Colors:** Model 858T Rosewood; Model 859T Ivory, Willow Green, Sandalwood and Coral. **Retail—Model 858T \$29.95**
Model 859T \$32.95

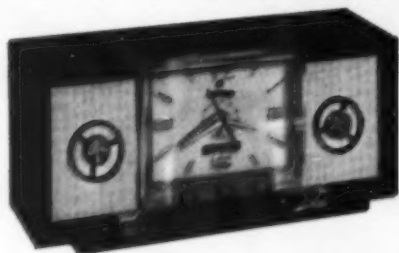
Arvin Moderne MODEL 848T AND 849T

The Arvin "Moderne" is a beautiful, dependable clock-radio at an economical price. Planetary drive radio tuning dial for greater selectivity. Four tubes including rectifier. Alnico "V" PM speaker. Power supply 110-120 volts. AC operation only. Size 4 $\frac{7}{8}$ " high, 9 $\frac{3}{8}$ " wide, and 5 $\frac{1}{2}$ " deep. Shipping weight 5 lbs. UL approved. **Colors:** Model 848T Rosewood; Model 849T Ivory, Bitter Green and Sandalwood. **Retail—Model 848T \$24.95**
Model 849T \$27.95



**Arvin Nocturne MODEL 957T WITH AUTOMATIC TIMER
958T WITH CALENDAR-CLOCK TIMER**

This most useful of radios is now more versatile than ever with addition of a calendar that tells the day and date. Telechron time-keeper. Phonojack equipped. Five tubes including rectifier. Power supply 110-120 volts. AC operation only. Alnico "V" PM speaker. Size 6" high, 13" wide, and 5 $\frac{1}{4}$ " deep. Shipping weight 11 lbs. UL approved. **Colors:** Ivory, Willow Green, Ebony and Sandalwood. **Retail—Model 957T \$44.95**
Model 958T \$49.95



Arvin radios

America's most Beautiful and Complete Radio Line



Arvin Favorite MODEL 842T

Arvin's famous 4-tuber in a shatterproof cabinet now reasserts its leadership as America's favorite personal radio in a striking ivory color accented with beige knobs. Compact and portable for vacations or week-end trips. Fits in anywhere around the house. Power supply 110-120 volts. AC/DC circuit. Size $5\frac{1}{4}$ " high, $8\frac{1}{4}$ " wide, and $3\frac{3}{8}$ " deep. Shipping weight 4 lbs. UL approved. **Colors:** Ivory only.

Retail—\$12.95

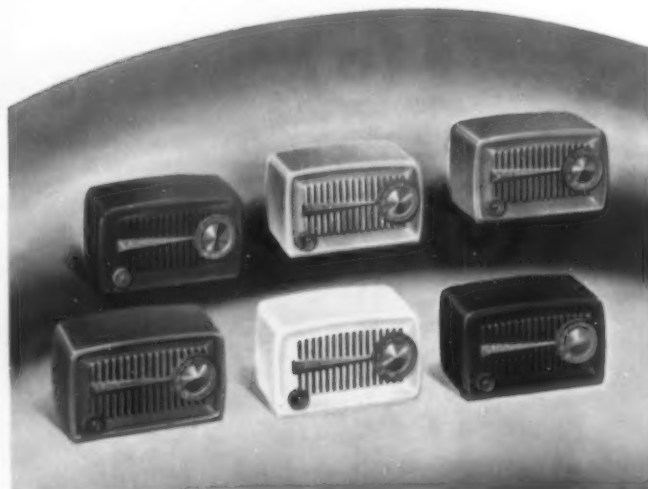


Arvin Rainbow MODEL 840T

A color for every room. A gift that will not be forgotten. Arvin's famous non-breakable cabinet—the set that has made four million friends. Four tubes including rectifier. New improved Alnico "V" PM speaker. Power supply 110-120 volts. AC/DC circuit. Size $5\frac{1}{4}$ " high, $8\frac{1}{4}$ " wide, and $3\frac{3}{8}$ " deep. Shipping weight 4 lbs. UL approved. **Colors:** Bitter Green, Coral, Ivory, Citron, Cherry and Sandalwood.

Retail—\$15.95

COLORS AS SHOWN ON RIGHT



There's an **Arvin** radio for every occasion



Arvin Moderne MODEL 950T AND 951T

Good looks and top performance at low cost. All-new printed wiring. AC/DC superheterodyne circuit. 110-120 volts. Five tubes including rectifier. Alnico "V" PM speaker. Conelrad (Civil Defense) markings. Size $5\frac{15}{16}$ " high, $10\frac{1}{16}$ " wide, and $5\frac{1}{2}$ " deep. Shipping weight 5 lbs. UL approved. **Colors:** Model 950T Rosewood; Model 951T Ivory, Cherry, Citron, Bitter Green, Coral and Sandalwood.

Retail—Model 950T \$17.95 • Model 951T \$19.95



Arvin Prelude MODEL 780T

For the finest in distant reception, you can't beat the Arvin "Prelude." Six tubes including rectifier. Equipped with dial light. New improved type Alnico "V" PM speaker. Full range tone control. Power supply 110-120 volts. AC/DC circuit. Size $7\frac{5}{16}$ " high, $14\frac{1}{16}$ " wide, and 7" deep. Shipping weight 10 lbs. UL approved. **Colors:** Ivory, Willow Green, Sandalwood and Rosewood.

Retail—\$36.95



Arvin Cosmopolitan MODEL 851T AND 855T

Personal radio at its delightful best. Planetary drive for pin point tuning. Five tubes including rectifier. Dial light. Power supply 110-120 volts. AC/DC circuit. Alnico "V" PM speaker. Size $5\frac{1}{4}$ " high, $11\frac{1}{2}$ " wide, and $4\frac{1}{2}$ " deep. Shipping weight 7 lbs. 4 oz. UL approved. **Colors:** Model 851T Rosewood; Model 855T Ivory, Willow Green and Sandalwood.

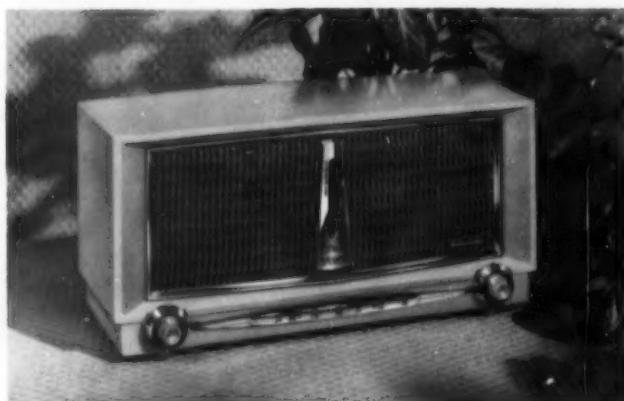
Retail—Model 851T \$24.95 • Model 855T \$27.95



Arvin Polonaise MODEL 780TFM

FM and AM reception at their best through this ultra-powerful 8-tube, straight AC receiver. Equipped with dial light. Alnico "V" PM speaker. 110-120 volts. FM 88 to 108 Mc. Size $7\frac{5}{16}$ " high, $14\frac{1}{16}$ " wide, and 7" deep. Shipping weight 12 lbs. UL approved. **Colors:** Ivory, Willow Green, Sandalwood, and Rosewood.

Retail—\$64.95



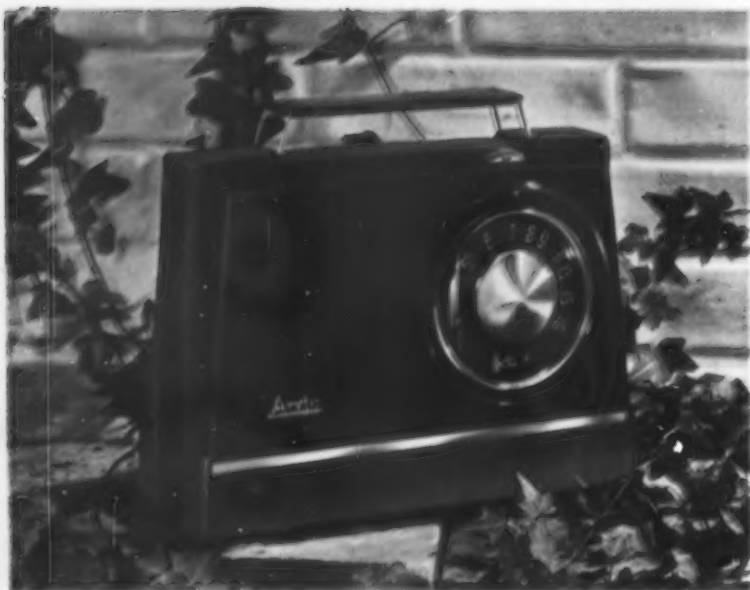
Arvin Duophonic MODEL 955T AND 956T

Distinctive modern design. Full range tone control and treble-bass indicator. Two co-ordinated panoramic 5" Alnico "V" PM speakers. Phonojack. Power supply 110-120 volts. AC/DC superheterodyne circuit. Five tubes including rectifier. Conelrad (Civil Defense) markings. Size $6\frac{3}{8}$ " high, $5\frac{1}{4}$ " deep, and $13\frac{3}{8}$ " wide. Shipping weight $11\frac{1}{2}$ lbs. UL approved. **Colors:** Model 955T Rosewood; Model 956T Turquoise Blue, Sandalwood, Ivory and Coral.

**Retail—Model 955T \$29.95
Model 956T \$32.95**

..... Every style . . . Every color . . . Every price

Arvin portable radios *in new modern colors*



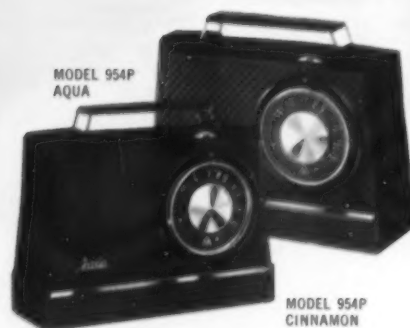
Arvin Airway MODEL 952P AND 954P

Here's a friendly new traveling companion. It's designed for going places, indoors or out. Plays on batteries or on AC/DC. Four tubes plus long-life selenium rectifier. Alnico "V" PM speaker. Conelrad (Civil Defense) markings—640 Kc and 1240 Kc. Size 10 $\frac{1}{8}$ " long, 7 $\frac{3}{4}$ " high, and 3 $\frac{5}{8}$ " deep. Shipping weight 6 $\frac{1}{2}$ lbs. UL approved. **Colors:** Model 952P Maroon; Model 954P Matador Red, Aqua and Cinnamon.

Retail—Model 952P \$29.95*
Model 954P \$32.95*



MODEL 952P
MAROON



MODEL 954P
AQUA

MODEL 954P
MATADOR RED

MODEL 954P
CINNAMON



DARK BROWN
ALLIGATOR

BRITISH TAN

SCOTCH PLAID

Arvin Vacationer MODEL 852P

For genuine pride of ownership. Take it anywhere. Play it anywhere. A luggage type portable of top quality. This 3-way Arvin portable draws admiring glances anywhere it's carried. Operates on batteries or AC/DC. Four tubes plus long-life selenium rectifier. Alnico "V" PM speaker. Size 11 $\frac{1}{8}$ " long, 8 $\frac{1}{2}$ " high, and 3 $\frac{3}{4}$ " deep. Shipping weight 7 $\frac{7}{8}$ lbs. UL approved. **Colors:** Dark Brown Alligator, British Tan, Scotch Plaid.

Retail—\$47.95*



Arvin Sportable MODEL 854P

Sportsmen! Here it is! Especially for you! Makes any sporting event more enjoyable. You'll be the envy of your friends. Plays on batteries or on AC/DC. Four tubes plus long-life selenium rectifier. Alnico "V" PM speaker. Supersensitive Arvin Magnetenna. Size 10" long, 7 $\frac{3}{8}$ " high, and 5 $\frac{1}{16}$ " deep. Shipping weight 6 $\frac{1}{4}$ lbs. UL approved. **Colors:** Matador Red, Aqua and Cinnamon.

Retail—\$39.95*

* Prices do not include batteries.
Prices subject to change without notice.

Manufactured by **Arvin INDUSTRIES, Inc.**, Columbus, Indiana

Small Appliance Service—Repairing Mixers

CONTINUED FROM PAGE 142

method as that suggested for motor bearings and clean the spindle shafts with a solvent, then try the shafts in the bearings for free movement without lubricant. Be sure, however, to provide initial lubrication before final assembly of these parts.

Replace oil retainers whenever you remove the spindles, even though there was no evidence of an oil leak, for once the seals are disturbed it is unlikely that they will be fully effective after re-installation.

Alignment of the spindles is not difficult, as most manufacturers provide some obvious means of positioning the gears on the shafts, such as a countersunk set screw seat in the spindle shaft and/or mating marks on the gears. You can always be sure of exact alignment by trying the beaters in the spindle sockets. After some experience, however, a glance into the sockets as you position the spindles will suffice. Just remember that in nearly all two-beater machines the spindles are timed 45 degrees apart with their indexing pins in this position:—/. In three-beater mixers, the two outer spindles are usually timed parallel with the center beater 45 degrees ahead, like this:—/—.

When a spindle shaft seizes in its bearing, remove the set screw from the gear, improvise a wrench from an old beater for extra leverage, and use this tool to twist out the jammed spindle. Flood the spindle shaft and bearing edge with penetrating oil first, though, so that as you work the tight shaft out, oil will follow it into the bearings thereby reducing the force required as you proceed. If you have to force the jammed spindle and its gear part of a revolution against the opposition of the worm in order to gain access to the gear set screw, you must find out from the manufacturer's service manual in which direction to apply such force. When you have removed the spindle, clean it and the bearing, test for free movement, and lubricate as suggested in paragraph two under subtitle, *Servicing the Gear Case*.

Before closing the gear case, put the right quantity and type of lubricant into it as recommended by the manufacturer, install a new gasket (if one is used), attach the gear case cover, and clean the outside of the machine.

Servicing the Governor

The exact position of a rotating governor member on the armature shaft is extremely important. When this part is fastened with a set screw, a seat is usually countersunk into the armature shaft. An easy way to insure precise positioning, is to run the set screw in only part of the way at first, and then try rocking the governor member slightly on the shaft; if the set screw has partially entered the seat you should be able to rock the member just a little. Once assured that you have started the screw into the seat, tighten the member firmly. Now revolve the armature by hand to make sure that the governor member does

not strike any stationary part of the motor.

Governor brushes and collector ring. When servicing a governor of this type, clean the collector ring in the same manner as you would a commutator, and replace the brushes and springs if necessary.

Check the governor switch contacts for free movement, note whether they are burned, and see to it that they close properly. Remember that governor switches which are normally open must close before the line switch does.

The resistor and governor condenser may be tested separately in series with a 25-watt lamp; the lamp should glow to about half or more of its normal brilliance when the resistor is tested; but the lamp should not light when the condenser is so tested.

Controls. Put a small amount of gear lubricant on the speed selector dial hub, on its related parts, and a little on the beater ejector wherever there is friction—provided of course that the grease will not get into the electrical components. Attention to this minor detail will assure smooth operation of these parts—but don't overdo it.

Proving the work. When the machine has been fully assembled, test it thoroughly through steps #6 and #7 under subtitle, *Testing*.

Speed. If it is necessary to regulate the speed, consult the manufacturer's service manual for the recommended speed and for the method of adjustment as these details vary with different makes.

Additional Responsibility

This may seem elementary, but your responsibility to a customer does not end with a good repair job, but also includes instructing him in the proper use and care of his appliance whenever you find evidences of abuse. But don't go off the deep end—as so many tradesmen do—with a string of high-flown technical gibberish, explain to customer and tell him tactfully how to avoid recurrence of trouble without capitalizing on his ignorance of mechanical things. Make him feel as though his lack of care was a natural oversight or a misunderstanding of operating instructions which might possibly have happened to any one.

At first reading you may feel that this policy will in time reduce your volume of service business—don't believe it! Indeed, experience has proved that this extra consideration for a customer will prompt him to go out of his way to beat a path to your door, with his friends, neighbors, and relatives following not far behind. Furthermore, he will noise abroad that he has found at last a shop where not only do they turn out an expert repair job promptly and at reasonable rates, but also one where they always seem to be greatly concerned with prolonging the life of the repaired appliance. End

Here is News!

NEW MULTI-PURPOSE HOME UTILITY KIT

Irresistible to GIFT SHOPPERS,
DO-IT-YOURSELFERS, HOBBYCRRAFTERS,
HOME WORKSHOPERS, HANDYMEN.



PRICED TO SELL

Only
\$9.95
LIST

BIG DISCOUNTS
DEALER HELPS

Combines PROVED SALES LEADERS

MODEL #199 "Quick-Hot" ELECTRONIC SOLDERING GUN

Even by itself it sells like hot cakes to home handymen and gals, repairmen, servicemen everywhere. It's the fastest, handiest means for doing practically all home soldering and other odd jobs.

LONG NOSE, LONG LIFE SOLDERING TIP

Reaches "inaccessible" spots easily and in ordinary use is practically indestructible. Replacement by new or special purpose tips is quick and easy.

PLASTIC TILE CUTTING TIP

Cuts plastic tile in straight lines, curves, circles, cap outcorners, etc. Clean edges. Also softens and removes old putty. Fuses and models thermoplastics, etc.

Plus NEW FLAT IRON TIP This new #19-F-33 Tip enables anyone to repair scratches and remove dents from furniture and woodwork. Also heat-seals wax paper packages and plastic bags. Many other applications.

5 FT. ROLL OF ROSIN CORE SOLDER — best for average use, completes the kit in ATTRACTIVE HEAVY GAUGE METAL KIT BOX

OTHER WEN PRODUCTS IN GREAT DEMAND

POWERFUL, HEAVY DUTY
MODEL No. 404
ELECTRIC SANDER KIT Only **\$19.95**
LIST

14,400
STROKES
PER
MINUTE
120 VAC



Tremendous power for its small size and light weight (3 3/4 lbs.). Sands wood satin smooth, sands rust off metal, polishes anything. Outperforms and outlasts many larger and more costly devices.

The WEN line also boasts the famous Heavy Duty Model No. 250 "Quick-Hot" Electronic Soldering Gun which retails for \$12.95. Also Economy Model No. 202 Electric Sander (retails \$13.95) and General Utility Model No. 303 Sander Kit complete with 12 assorted abrasives, 2 polishing pads in handsome Metal Kit Box. Only \$16.95 LIST.

Nationally Advertised—Publicized

WRITE
FOR
FURTHER
DETAILS

WEN PRODUCTS, INC., 5808 Northwest Highway, Chicago 31, Ill.
(Export sales, School International, Inc., Chicago)

10 great new G-E

NEW

GENERAL  ELECTRIC

Telechron



NEW! Beautiful! Tested for sales appeal!

In wood, brass and gay-colored cases—

GREAT

*Here's the greatest clock
promotion ever!*

Five big alarm clock ads and four-color Christmas page in 91 Sunday newspapers.

PLUS four-color Christmas double spread in November Reader's Digest.

PLUS dramatic TV announcements on Dave Garroway "Today" over NBC network.

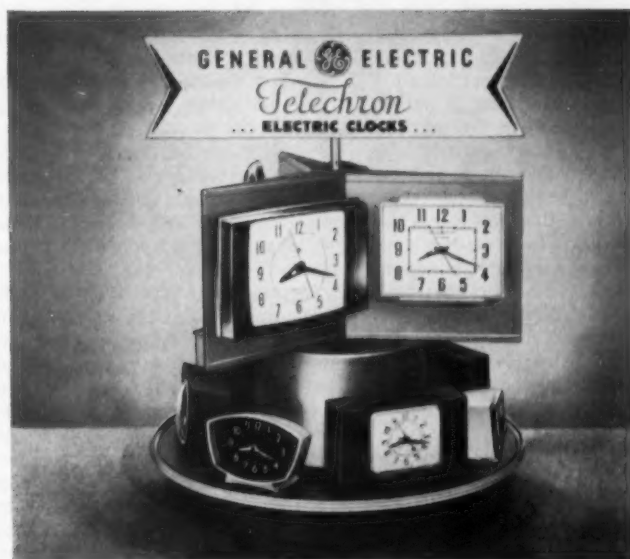
PLUS free dealer helps: ad layout book, product mats, suggested display ideas, envelope stuffers, and radio and TV scripts.

1. **CIRCLEWOOD**, light or dark mahogany, alarm, \$7.98*. Luminous, \$8.98*
2. **REVELATION**, alarm, silver-plated dial, brass accents, \$12.95*
3. **COLONIST**, handsome wall clock, red, black or gold color, \$14.95*
4. **SWIRL**, chrome-color or copper-color kitchen clock, \$4.98*
5. **LUMINARY**, fully luminous, alarm, \$5.98*
6. **HARLEQUIN**, luminous, alarm, \$6.98*
7. **FIDELITY**, light or dark mahogany, alarm, \$9.98*
8. **REPLICA**, brushed solid brass, alarm, \$24.95*
9. **INHERITANCE**, decorator styled, brass dial, fruitwood finish frame, \$29.95*
10. **ILLUSION**, kitchen clock, red, white, yellow or green, \$8.98*

Telechron *electric clocks*

backed by the greatest clock promotion in history

*Sales Appeal Tested—New Wall and
Counter Displays to Speed Sales*



"ROTO-RAMA" DISPLAY

- Requires only four square feet!
- Top section holds six kitchen clocks!
- Bottom section holds eight alarm clocks!
- Rugged metal construction!
- Metal leaves and glass shelf revolve!



"WALL-O-RAMA" DISPLAY

- Advantages of peg board but better appearance and features!
- Beautiful natural birch!
- Clock cords tuck away out of sight!
- Available in four sizes — plus custom styling!
- Shelves with brackets, special hooks with each display!

See your distributor's salesman for details.

CONTEST

WIN A WONDERFUL "FIT FOR A KING" VACATION CRUISE!

You can win an exotic 12-day all-expense cruise to the Caribbean for you and your wife. All General Electric-Telechron Dealer principals eligible. Winners and their wives (54 of them!) will sail aboard the great luxury liner *Mauretania* next April.

Festive entertainment every rollicking mile of the way! You'll enjoy fun-filled stops at such island paradises as Nassau, Virgin Islands; Trinidad; Caracas, Venezuela, and Havana, Cuba. Send coupon today for full information and contest rules!

GENERAL  ELECTRIC
Telechron

*Manufacturer's recommended retail or Fair Trade price, plus applicable taxes.
Clock and Timer Dept., Small Appliance Division, General Electric Company.

"FIT FOR A KING" VACATION CRUISE

Clock and Timer Department, GENERAL ELECTRIC COMPANY
501 CHESTNUT STREET, ASHLAND, MASSACHUSETTS

Please send me full information and contest rules.

Name _____

Store _____

Address _____

City _____ Zone _____ State _____

nothing but porcelain
nothing but porcelain
nothing but porcelain
nothing but porcelain

nothing but porcelain
 wipes new...always!

Won't burn or scorch because it can't! Genuine Porcelain enamel is like glass, fused right into the metal. It's immune to heat, wear and corrosion. That's why you find it used on the finest appliances.

FERRO CORPORATION

Developers of
 today's finer Porcelain enamels

CLEVELAND • NASHVILLE • LOS ANGELES • 11 foreign countries



"Why not play safe"?
 we're telling millions
 in the **POST**

Porcelain enamel stays new for years, adds extra value to any appliance. That's why more and more "Porcelain" is being used. Also why smart dealers are "talking up" Porcelain enamel and building bigger sales, both today and tomorrow.



FERRO CORPORATION

CLEVELAND 5, OHIO

Emphasis on Refrigeration

CONTINUED FROM PAGE 90

order to the salesmen, since they are rewarded with bonuses and prizes for attaining assigned quotas.

Trade-ins Profitable

Trade-ins are handled expertly and profitably at Ace Appliance Co. Since approximately 75 percent of the company's refrigerator sales involve trade-ins, Gatlin has prepared his salesmen to handle replacement estimates themselves.

"He soon becomes pretty much of an expert at it," explains Gatlin, "since his commission is affected by the total sale—new unit price and what the old unit will bring."

This system obviously works well because Gatlin's firm averages 50 to 60 percent profit on used refrigerator sales. The replaced boxes are reconditioned and displayed for sale in a special section of the store, as well as continually advertised in the want ad section of the daily newspapers. The company turns over almost \$50,000 annually in used refrigerators.

The Gatlin method of using the user is worked out between the company and the individual salesman. Shortly after the customer buys his refrigerator he receives the usual letter thanking him for his business and suggesting he may want to send his friends or neighbors into Ace Appliance Co. for a demonstration or purchase. If the recipient of the letter is responsible for such a new sale, he is presented with a choice gift such as an electric percolator, cooler, laundry basket cart, or a set of silverware.

Rental Plan Effective

Gatlin uses a rental plan on refrigerators which is responsible for the sale of many new units. A prospective buyer may rent a reconditioned unit at a rate of \$10 for the first month and \$6 for each additional month. If at the end of the first month, the customer decides to buy a new box he may apply the \$10 toward its purchase. The rental charge includes delivery and installation.

Financing also plays a part in Gatlin's program of selling refrigerators. The all-important factor is credit, of course. If a buyer's credit is good and established, the standard practice is for him to pay one-fourth down (or a trade-in of equal value) and to pay the balance in 90 days. A small carrying charge is added to the total balance but if the buyer pays off according to contract, this amount is refunded to him. Gatlin, however, handles some of his own paper and has extended credit balances up to 24 and even 36 months in special cases.

A rigid sales training plan is credited by Gatlin with being his most effective refrigerator selling tool. Gatlin's belief is that you can't develop a good salesman without investing something in the development. He is willing, therefore, to spend almost \$1,000 in cash for a period of training and trial which will determine whether his choice for a permanent sales position will meet

his standards or whether he will not.

Three Months Salary Guaranteed

Gatlin has no set procedure of interviewing new prospects for a salesman's job. He depends mostly upon his own judgment of human qualities and abilities to determine whether the job applicant will get a trial. After one or perhaps several interviews, the applicant for a sales job is taken on. The newcomer gets a three-months trial with a guaranteed salary of \$325 per month. It is a standard rule of the company that the new salesman is not allowed to sell anything for four weeks. This is his period of training and indoctrination that will determine whether he can, in the next eight weeks, meet the standard of salesmanship Ace Appliance Co., requires.

During the training period the tyro is required to work in the office, take service calls, go with service men on calls and study the methods of older salesmen. As the end of his fourth week nears, he goes out with the other salesmen on house-to-house calls and gets his feet wet in finding and closing sales to prospects.

Beginning his fifth week with the company, the salesman stands on his own feet in selling, finding his own prospects outside and taking his turn inside on floor selling. He becomes an accepted member of the two sales shifts which the company employs. One shift works from 8 am to 5 pm, then the night shift comes on until 9:30 pm. Each salesman gets even time on and off the floor and during night and day shifts. In 45 days, Gatlin has rotated all his salesmen on all shifts, on and off the floor. The new salesman works steadily at selling until his three-months period is up. If he has made good he remains on the payroll; if he hasn't measured up to Gatlin's standards, he is paid off, and is dismissed.

System Pays Off Well

"We feel that the guarantee of around \$1,000 is a good investment in developing a good salesman," says Gatlin. "Of course, we are very careful in choosing prospective salesmen to begin with, maintaining our own standards of sizing up the prospect."

How has this method of training and indoctrinating salesmen paid off? Well, Gatlin at present has eight salesmen, most of whom have been with him more than four years. And when you've got eight men who sell almost \$100,000 worth of appliances each, per year, you've got something.

Gatlin, who has been in the appliance business 28 years, briefly sums up his success in selling refrigerators: "A dealer can get in a rut even if he follows the accepted practices of advertising, promotion, thorough sales training and other well established sales factors. We feel that we get the most out of these selling methods by tuning them to our own area, our own customers and our own sales force."

End



STROMBERG-CARLSON

and

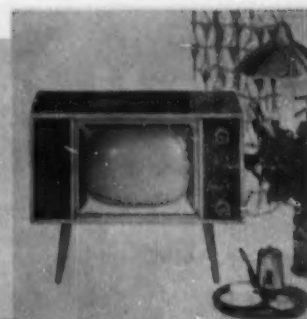


GENERAL DYNAMICS

have

big news...good news

for Stromberg-Carlson distributors and dealers



On June 28 the stockholders of General Dynamics Corporation and of Stromberg-Carlson Company approved a merger previously voted upon favorably by the directors of both companies.

For GENERAL DYNAMICS this provides a sound source of diversification in the direction of civilian and consumer goods, through Stromberg-Carlson's production of telephone and sound equipment, and of television, radios and high fidelity instruments.

For STROMBERG-CARLSON, it means an acceleration of the good progress which the company has made in recent years, and an increase in its development and manufacture of electronics and communications products.

The loyal distributors and dealers who have for so long provided Stromberg-Carlson's contact with the consuming public will, we are sure, share our gratification at being a part of an organization which, with more than a billion dollars of orders in its backlog, has one of the finest achievement records in American business.

STROMBERG-CARLSON COMPANY, A DIVISION OF GENERAL DYNAMICS CORPORATION



PIONEER IN THE APPLICATION OF ATOMIC ENERGY FOR PEACE AND FOR DEFENSE.



BUILDER OF F-86 "SABRE" JET FIGHTERS, JET TRAINERS, AND GUIDED MISSILES.



BUILDER OF U.S.S. NAUTILUS AND U.S.S. SEAWOLF, FIRST ATOMIC POWERED VESSELS.



EXPLORING NEW APPLICATIONS OF NUCLEAR POWER FOR PEACEFUL PURPOSES.



SUPPLIER OF SPECIALIZED MOTORS FOR DEFENSE, INDUSTRY AND WORLD TRADE.

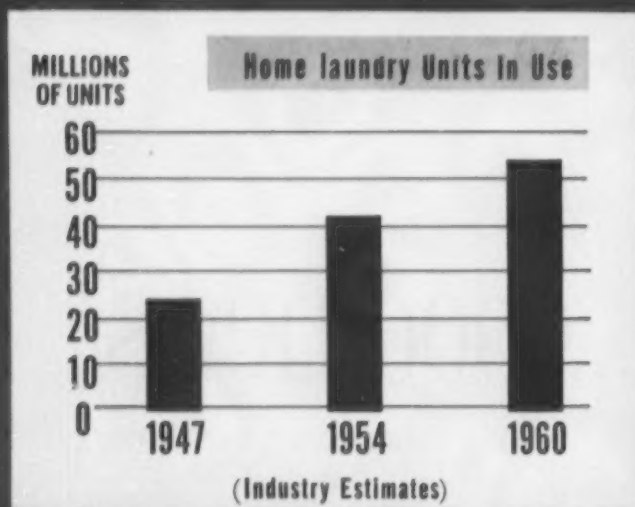


PIONEER IN AERODYNAMICS. BUILDER OF THE "POGO," FIRST VERTICAL TAKE-OFF PLANE.



IN COMMUNICATIONS EQUIPMENT FOR BUSINESS, FOR DEFENSE, FOR THE HOME, THERE IS NOTHING FINEER THAN A STROMBERG-CARLSON.

More Units in Use Means More Service Profits For You!



New Whirlpool Plan Helps You Cash In On This Fast-Growing Business

It's basic... the more units in use the more potential service for you. And, right now, home laundry equipment is on the move... out-selling any other major appliance... millions more in use each year. Some time they will need service. That's why smart dealers everywhere are building top-notch service organizations now.

Whirlpool helps you build with a new, free program of "Service Facilities Planning." Sample layouts for service departments, inventory requirements, most efficient methods of operation are covered... and personally presented upon request. It's another Whirlpool extra to help Whirlpool dealers provide better, faster, more economical service.

Good service is profitable business. Your Whirlpool distributor or A. P. J. A. parts jobber can help you give it. Contact him for complete information.

service division

WHIRLPOOL CORPORATION • St. Joseph, Michigan

IN CANADA: John Inglis Co., Limited, Toronto, Ontario

Always Use Genuine Whirlpool Replacement Parts

\$30,000 a Year in Hi-Fi

CONTINUED FROM PAGE 114

a combination television and hi-fi set. A 21 inch TV and hi-fi set is strategically located near the other hi-fi equipment. The salesman will turn on this set and invite the customer to operate the TV and hi-fi themselves. The salesman points out the ease of operation and the pride in owning such a magnificent piece of equipment. If the question arises concerning a trade-in on their present small screen TV, Playhouse is equipped to handle this situation. They will install an adapter, whereby two sets can operate on the same antenna. When the purchaser is shown that now they can use this set in the children's bedroom, as an extra set in the house, or that they may place it in the rumpus room at no additional service cost, the customer leaves highly pleased with his purchase.

Two Weeks to Decide

Sometimes the customer might be satisfied with the performance, but is still hesitant in signing the order. The salesman will then suggest a two week free home trial. This gives the salesman another opportunity to close the sale.

In order to achieve success with their three step formula, Playhouse salesmen receive on the spot training in merchandising hi-fi. Technical information is first analyzed by Mrs. Kibling and translated into easy to understand language for the salesmen. Sales meetings are held twice a month to discuss problems arising on the floor and to emphasize any new selling features. As a further aid in their technical knowledge the sales-

men, as a group observe a Playhouse serviceman take apart a defective hi-fi set. In this way they absorb some of the working fundamentals of the set.

How Will You Have It?

Custom installation is a specialty of the firm. Playhouse has a complete woodworking shop, where cabinets are altered to fit hi-fi equipment. A purchaser can have any standard brand hi-fi set built into a cabinet of his choice. Installations of this type are employed when a purchaser expresses a desire for a cabinet to harmonize with the particular furnishings of the room. Another is the built-in type of installation where the cabinet forms a permanent part of the room, and into these cabinets the completed chassis and speaker are assembled. A recent installation by Playhouse of a hi-fi set of this type included an extra speaker located in the playroom, with a separate volume control and on-and-off switch.

Although hi-fi plays an important role in the annual quota of the store, Playhouse also sells television, refrigerators, washing machines and airconditioners. Mrs. Kibling also pitches in to help, both on the sales floor and on service problems. She is at present working to perfect a multiple type of antenna system, whereby two or more television sets can operate on the same antenna without distortion.

Kay Kibling has found that her three step formula for selling hi-fi pays off. Sales of high fidelity sets have increased by 25 percent in the past 12 months. *End*



"THAT'S FINE, STAND RIGHT THERE"

Big

sales build-up for Lau fans with T-H-T!

TODAY
starring Dave Garroway

HOME
starring Arlene Francis

TONIGHT
starring Steve Allen

More and more retailers are discovering that it's a lot easier to close a sale when an item is advertised on T-H-T. Here's how one supplier puts it:

"I have rarely seen retailer response for a consumer product as I have experienced this year with the Lau window fans. Our salesmen say that when they mention the Lau fan line to a dealer, the response invariably is, 'Oh, yes, that's the Steve Allen fan that customers have been asking about!' It's clear to me that the advertising on TONIGHT is creating a demand for Lau fans and is definitely pre-selling customers."

*Eugene I. Haubenstock
S. Federbush Co.
hardware and housewares distributors
of New Jersey and Southern New York*

Sales volume builds up for retailers because of T-H-T's sure-fire two-way formula: 1) the stars themselves demonstrate and sell the product; 2) NBC's "big star" merchandising provides valuable in-store support.

For retailers and advertisers alike, TODAY-HOME-TONIGHT is the important new way to put the excitement and prestige of BIG network television programming to work selling electrical appliances and housewares.

exciting things are happening on

NBC Television
a service of 

Appliance and Housewares Advertisers: To find out how economically and flexibly you can buy T-H-T, separately or in combination, no matter what the size of your ad budget is, call your NBC Representative, or write to T-H-T, 30 Rockefeller Plaza, N.Y.C.



Such usage of the 'Yellow Pages' in telephone directories makes them a chief source of buying information in homes, offices and factories all over your community.

So, when you advertise in the 'Yellow Pages' you're putting your sales messages where they will do you the most good—*right where prospects look when they're ready to buy!*

If your business could be better, let the 'Yellow Pages' help you make it better.



Advertisers of branded products are using this emblem to tell prospects how to find their dealers.

Why not take a closer look now at the 'Yellow Pages' for promoting your business? Call your local Telephone Business Office for the Classified Directory representative. He'll be glad to help.



Before You Get Tough

— CONTINUED FROM PAGE 89 —

The trouble is they never stop to think of how unfair their failure to pay accounts is to the appliance dealer holding their statements. Sometimes a personal letter playing up this point and bringing out what a position the store is placed in when accounts remain unpaid will bring about a speedy settlement where other methods fail.

(11) Use After-Hours For Collections. Several merchants have found difficult collections speeded up by after-dark calls on people in their own homes, where husband and wife can discuss the problem in a relaxed condition. They have also found that "the boss" can collect many times more effectively than any member of his staff if he is a determined individual. People prefer to handle such things with the head of the firm.

All of the foregoing selections are designed to speed collection of accounts among the type of customer who is not a deliberate dead beat or chiseler. None will be in the least bit effective in handling the latter

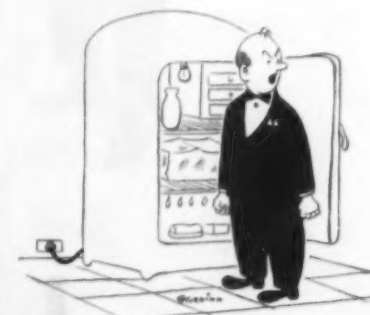
"The smaller you are the bigger gross profit you can make, because you can buy your customer's business with service . . ."

Edward A. Stanley, President, Centronics, Owensboro, Ky.

type of individual.

Experience proves that it seldom pays to "get tough" with the majority of one's customers when collection time comes. BUT, with that minority that always seems to be present, the tougher one can get, the surer one will be of one's collection results.

(12) Make Sure The Customer Understands Your Position. Far too many people believe that every business man has a warehouse full of money and creditors who never press him for payment. Often a lagging account can be perked up, particularly when a degree of friendship exists between dealer and customer, by explaining that you, too, have bills to pay and that the system under which business is done calls for prompt payment of those bills. *End*



"MABEL . . . I WANT TO KNOW WHY YOU KEEP BUYING ICES!"

YEARS AHEAD 1956

Capehart

dynamic new developments

Dealers! Be our guest! SELL 'N SAIL
CAPEHART 9-DAY

WEST INDIES CRUISE

JANUARY 13-22, 1956

Contact your Capehart Distributor, or Capehart-Farnsworth Company, Fort Wayne 1, Ind.

pace-setting
RADIO

NEW MODELS
NEW COLORS

BLACK and WHITE

TV

with
Capehart-Polaroid®
picture filter system

new
practical
COLOR TV

HIGH FIDELITY

with exclusive
Colortone Controls

MORE TO SHOW MORE TO SELL!

from the famed
electronic laboratories at
Capehart and IT&T

Capehart sets the pace...
leads all others with the
first truly practical, dependable,
and realistic Color TV. The
vast electronic development
facilities, creative engineering,
and the renowned crafts-
manship of Capehart culminate
in bringing color television to a
practical, profitable reality! Here is
incomparable Capehart Color TV that
you can sell with confidence!



practical, profitable COLOR TV



**21 INCH
VIEWING SIZE**

Now! Practical, dependable, realistic
Color TV...handsomely created in the tradition
of Capehart fine furniture styling.
Wrought iron legs optional. Handsome
compact mahogany cabinet. 25½ inches high
32 11/16 inches wide, 24½ inches deep.
The FUTURA...Model 31T216M.

Capehart
IT&T designed, engineered, built

© by Capehart-Farnsworth Company

CAPEHART

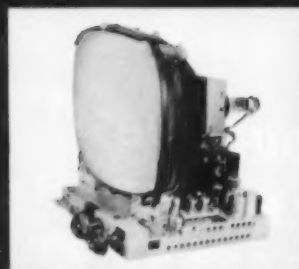
*more sellable,
step-up, exclusive
features!*



YOU SELL

Only Capehart has
POLAROID® PICTURE FILTER SYSTEM

Rich, sharp, deep pictures—even with room lights bright! The
Capehart Polaroid® Picture Filter System eliminates glare, fading, wash-
out, and picture-smearing reflections from lamps or windows—gives
you the amazing "eye-comfort" picture that's dramatically different
from ordinary TV. Show it! Sell it!



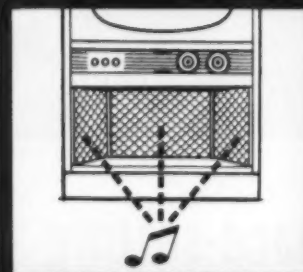
YOU SELL

Only Capehart has
SUPER COMET CHASSIS

Dramatic new high in brilliance and picture power insures finest picture
ever seen whether near or far from station...no need for an external
booster, even in fringe areas. Outperforms ALL others...the finest tele-
vision chassis ever built! Show it! Sell it!

YOU SELL

Only Capehart has
TRI-FI® SOUND SYSTEM



Dramatic advance in tonal realism, with the first sound system devel-
oped exclusively for television! Capehart's Tri-Fi® Spherical Sound
System mounts three perfectly matched and balanced speakers in angu-
lar planes in a unique baffling arrangement for matchless beauty of
really natural sound! Show it! Sell it!



YOU SELL

Only Capehart has
SPEAKING PICTURE

Three speakers reproduce sound directly from the area surrounding the
super-size 21-inch picture, utilizing a violin-type sounding board. This
dramatic exclusive creates the thrilling illusion of "in the room" per-
formance. Show it! Sell it!

TV 1956

- 21-inch Aluminized Picture Tube
- Front-mounted speakers for Capehart Symphonic Tone
- Smart Ebony leatherette Cabinet
- Crisp white-and-gold accents

The TRENTON
(Model 2T216EL)



- The AMHERST**
(Model 3T216MD)
- Capehart Polaroid® Picture Filter System
 - Super-powered Super Comet Chassis
 - Front-mounted Symphonic Tone Speaker
 - 21-inch Aluminized Picture Tube
 - Handsome Mahogany finish Cabinet
 - (Also available in Bisque finish)



You can buy a
CAPEHART \$169⁹⁵
for as little as
(Slightly higher south and west)

The BOSTONIAN
(Model 6T216BD)

- Sensational "Speaking Picture" Realism
- Capehart Polaroid® Picture Filter System
- 21-inch Aluminized Picture Tube
- Super-powered Super Comet Chassis
- Contemporary Bisque finish Cabinet
- (Also available in Mahogany finish)



- The QUEBEC**
(Model 16C216FD)
- Four Matched, Balanced Speakers
 - Startling new "Speaking Picture" Realism
 - Capehart Polaroid® Picture Filter System
 - Super-powered Super Comet Chassis
 - Master-crafted Genuine Cherry Cabinet with mellow Fruitwood finish.

- The JAMESTOWN**
(Model 11C216MD)
- Unique 3 speaker Tri-Fi® Spherical Sound
 - Capehart Polaroid® Picture Filter System
 - 21-inch Aluminized Picture Tube
 - Super-powered Super Comet Chassis
 - Traditionally styled Mahogany finish Cabinet
 - (Also available in Bisque finish)



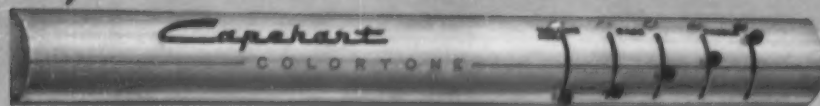
sell the big difference...

CAPEHART POLAROID
PICTURE FILTER SYSTEM!

your "years ahead" selling opportunity
...here today with
Capehart "years ahead" features

Capehart leads in **HIGH FIDELITY**

You can buy a **CAPEHART** for as little as **\$129⁹⁵**
(Slightly higher south and west)



ANOTHER CAPEHART FIRST—EXCLUSIVE

Colortone Controls!

THE SCHEHERAZADE (Model 45TP355)
Capehart Table Phonograph. Three Capehart High Fidelity Speakers provide incomparable Capehart listening pleasure. Imported "Ronette" cartridge. Colortone Controls. Entire cabinet forms acoustically engineered tonal chamber for incomparable Capehart tone. Bisque finish. Also available in Mahogany finish.



THE GAITE PARISIENNE (Model 53PH50M)
Capehart High Fidelity Phonograph. Four Capehart High Fidelity Speakers. All-speed phonograph; imported "Ronette" cartridge. Colortone Controls. With Add-a-Tuner Unit installed, this instrument becomes a 12-tube* AM-FM High Fidelity Radio Phonograph. Mahogany finish cabinet. Also available in Bisque finish.
*Including rectifiers



YOU SELL the full brilliance of "living music" in Capehart High Fidelity instruments...more music, heard better...faithful reproduction of every harmonic and overtone from 40 to 15,000 cycles per second! Now Capehart gives you another great selling feature—exclusive Colortone Controls that emphasize the deep bass or high treble note of high fidelity recordings, that adjust the tone to the listener's exact preference—a Color Key spot actually changes color to indicate visibly the degree of tonal emphasis!

THE FIREBIRD (Model 16PH55M)

Capehart High Fidelity Phonograph. Four delicately balanced Capehart High Fidelity Speakers. Plays 7-, 10- or 12-inch records at 33 $\frac{1}{3}$, and 45 or 78 rpm automatically. Intermixes 10- and 12-inch records. Record Balance Control. Bisque finish cabinet. Also available in traditional Mahogany finish cabinet or Cherry French Provincial cabinet.



THE FIFTH SYMPHONY (Model 17RPQ155FM)

Capehart 9-Way High Fidelity Center. Every High Fidelity service in one distinctively designed Capehart cabinet: AM-FM radio, all-speed phonograph, dual-speed tape recorder, public address system. Four Capehart High Fidelity speakers. Mahogany finish traditional cabinet. Also available in Fruitwood finish French Provincial cabinet, or Bisque finish modern cabinet.



THE TOMBOY (Model 2P56)
Built and styled to rough it! Unbreakable steel case... AC, DC or "long life" battery operation. Civil Defense frequencies clearly marked.

You can buy a **CAPEHART** for as little as **\$19⁹⁵**
(Slightly higher south and west)

Capehart clock radios

SUPER DELUXE 6 (Model 77C66)
Superb radio performance, accurate Telechron Timer. Appliance outlet, sleep switch, radio and buzzer alarms. Beautiful illuminated face serves as night light.



Capehart "go anywhere" "sell anywhere" portables

THE INTERNATIONAL (Model 88P66)
All-wave reception from all the world! Standard, short wave, marine, weather, and amateur reception. AC, DC, or "long-life" battery operation. 3 separate antennae!



Capehart table radios

Model 3T55
Long-range reception... console-like tone. Capehart styling for any room in the house! AC or DC. Choice of Ivory, Ebony, Brown or Seafoam Green.

GET IN ON THIS RED-HOT, PROFITABLE CAPEHART LINE NOW. WIRE COLLECT:

E. W. Gaughan, Vice President and General Sales Manager



CAPEHART-FARNSWORTH COMPANY
A DIVISION OF INTERNATIONAL TELEPHONE & TELEGRAPH CORPORATION
FORT WAYNE 1, INDIANA

Capehart phonographs

PORTABLE PHONOGRAPH (Model 42TP36BNL)

Attractive, lightweight, brilliant! Capehart Symphonic Tone speaker... 3-speed record changer... tone control. Smart brown-and-white tweed case with saddle-tan trim.



NEW PRODUCTS



ANNA A. MOORE

New Products Editor

**G-E Cleaner**General Electric Co.,
Bridgeport, Conn.Model: G-E "Roll-Easy" vacuum
cleaner.

Selling Features: Rolls anywhere—up or down stairs; rubber-tired, 12 in. diam. wheels; can be moved by guiding it with hose or converting wand to steering handle by inserting in special receptacle; large "throw-away" filter bag; detachable cord set; lightweight flexible hose; heavy duty radio and TV interference capacitor; 2-in-1 tool cleans rugs and floors; turquoise finish with copper trim.
Price: \$79.95.

**AUTOMATIC Washer-Dryer**Automatic Washer Co.,
Newton, Iowa.Device: Automatic combination
washer-dryer.

Selling Features: Counter-high; uses a new operation principle; gas-heated; employs no gears, clutches or crank arms; vibrationless; no bolt; simplified power drive revolves oversize, cylindrical 5½ cu. ft. capacity tub at constant speed throughout wash and dry cycles; irregularly spaced baffles of varying sizes tumble clothes; this action is said to permit more efficient soil removal and more effective rinsing, and during dry cycle it permits improved heat distribution; quiet operation—no spinning or squeezing.

Washes, provides 3 rinses, dries,

cools down and stops automatically; wash dial can be set for any length wash period up to 14 min.; dryer cycle selection up to 90 min.

Other features include heat limit switch; a large front loading door; consumes 26 gal. hot water on "hot" and from 19 to 21 gal. when on "warm." Action stops automatically when loading door is opened and resumes when closed; blue signal light indicates when wash cycle is in progress, orange light designates drying cycle. 36 in. high, 30 in. wide and 28 in. deep porcelain enamel tub; baked enamel cabinet; flat-top counter-high provides additional work area.
Price: \$395.00.

**CHAMBERS Built-In Ranges**Chambers Ranges Inc.,
2464 N. Meridian St.,
Indianapolis, Ind.

Device: Chambers In-A-Wall electric oven and "Liftop" electric surface cooking units.

Selling Features: In-A-Wall oven incorporates same principle of insulation employed in their gas ranges—oven "cooks with electricity turned off" on retained heat; which means the average complete oven meal can be started using only 30 to 40 min. of electricity, then turned off manually or automatically and meal will finish cooking on retained heat—after cooking is completed the oven becomes a sealed warming compartment; a 2 in. thick wall of mineral wool insulation is provided on all 6 sides of oven; cast iron door and door frame, custom fitted in matched pairs, prevent heat from escaping.

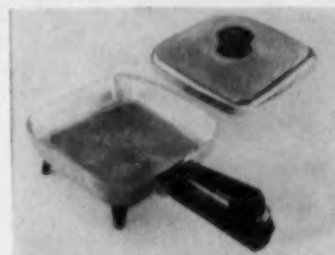
Broils with door closed; 3-piece broiler platter; Microtube broiler coil at top of oven is 3000 watt closed type unit; heat distribution from top to bottom in oven is enhanced by use of new type thermostat control that bleeds heat from top element while bottom bake element is on; a 2000 watt Microtube bake coil plus 750 watts from top coil provides baking heat. Standard equipment on oven is a manually operated, bell-ringing minuteminder for timing pre-heat-



ing, broiling, and quick cooking; a combination oven thermostat and switch providing temperatures up to 500 degs; all timing devices and controls located below oven heat zone; easy view control panel set at angle; air cooled exterior panels.

Surface units have stainless steel side panels which makes it possible to install top elements adjacent to oven without marring oven finish; features include hinged top that can be swung up for easy cleaning; stainless steel backsplash; Liftop unit consists of three 7-in. Monotube elements of 1450 watts each and one giant 9-in. 2100 watt element; controlled heat elements operate on 7 speeds; switches, appliance outlet and signal lights are placed in front of panel; optional equipment includes a "heat-miser" which thermostatically controls cooking temperature of large element for automatic boiling, steaming, frying and grilling.

Both oven and surface units fit on compact 24-in wide base cabinets of same type.

**WESTINGHOUSE Skillet**Westinghouse Electric Corp.,
Mansfield, O.Device: Westinghouse automatic
FryPan.

Selling Features: Equipped with a full-width thermostat which measures heat across entire area where food is being cooked; square shape; polished aluminum finish with phenolic plastic handle and legs; accessories at additional cost include 2 lids: a heat-treated glass, or a copper-tone aluminum lid; square-shaped Corox element cast

in the aluminum body of skillet; tubular type thermostat also cast-in; immersible; control dial at tip of handle; temperature guide lists recommended temperatures for variety of food; signal light above control dial shows when fry pan is cut out.
Price: \$22.95.

**DEEPFREEZE Freezer**Deepfreeze Home Appliances,
North Chicago, Ill.

Model: BU-127 upright freezer.

Selling Features: 11.6 cu. ft. capacity, or more than 406 lbs. food; new Dispensador with 3 shelves; heavy-duty static condenser; sub-zero shelves each has extra freezer tubing beneath; handy slide-out shelf; handy dial temperature control with 10-pt. cold control; low wattage heater prevents condensation during high humidity periods; white exterior, green door liner; white interior with green breaker strip.

**RCA Air Conditioners**RCA Room Air Conditioning Dept.,
Radio Corp. of America
Camden, N. J.

Device: RCA casement window air conditioner units in ½ and ¾ hp.
Selling Features: Compact units fit practically all casement windows; styled by Henry Dreyfuss, in 2-tone gray.

Special kit for installing in conventional double-hung windows, should owner move, also available.
Prices: ½ hp. \$319.50; ¾ hp. \$369.50.



DEALER DISPLAY CONTEST!

September 1 through October 31, 1955



LOADS OF FREE DISPLAY MATERIALS!

To help make your display a WINNER!

Promotion kits . . .
counter cards . . .
basket displays . . .
pennants . . . tuck-in
cards . . . ad mats . . .
ad reprints!

**12 FULL-PAGE ADS IN LIFE, POST...
BETTY FURNESS ON "STUDIO ONE"!**

Telling your customers
to look for your display!

With special emphasis
on new, revolutionary
Westinghouse
Eye-Saving Bulbs!

Come 'n' get it! Zoom your light-bulb sales...boost your store traffic...

WIN \$1000.00

**PRIZES TOTAL \$1,850.00. YOU COMPETE ONLY
WITH STORES OF YOUR OWN TYPE!**

First prize	\$1000 U. S. Savings Bond
Second prize	\$ 500 U. S. Savings Bond
Third prize	\$ 100 U. S. Savings Bond
4th, 5th, 6th prizes	\$ 50 U. S. Savings Bond
7th, 8th, 9th, 10th prizes	\$ 25 U. S. Savings Bond

EASY TO WIN! HERE'S ALL YOU DO...

1. Mail the coupon below! We'll rush your "Bright Future" Dealer Display Contest Entry Blank with full contest details . . . PLUS your colorful, exciting "Bright Future" Display Kit . . . PLUS your order form for loads and loads of other free "Bright Future" Display Materials!
2. Build a Westinghouse Light Bulb "Bright Future" Display in your store. Use the suggestion-packed "Bright Idea" folder included with your free display materials!

3. Submit a snapshot of your "Bright Future" Display along with your contest entry blank.

That's all there is to it! That's all you do to qualify as a potential "BRIGHT FUTURE" CONTEST WINNER!

And remember: A "Bright Future" Display in your store will not only put you in line for a valuable prize. It will also boost your light-bulb sales, step up your store traffic! Listen to these typical success stories from last year's contest . . .

"We increased bulb sales 20 times—2000%!"

"Our sales zoomed...11 times normal!"

"Our sales jumped over 1000%—carried over after contest!"

So don't miss out! Step right up! For extra sales . . . extra traffic . . . plus an easy shot at the big, valuable "Bright Future" prizes . . . **MAIL COUPON NOW!**

FREE WALLET!

Every entry in the "Bright Future" Contest receives FREE a top-grain leather wallet inscribed by TV's number-one saleswoman—Betty Furness of Westinghouse "Studio One." Mail coupon now!



Westinghouse Lamp Division, Dept. EM-1
Bloomfield, New Jersey

COUNT ME IN! Rush my "Bright Future" Contest Entry Blank, free "Bright Future" Display Kit, order form for other free "Bright Future" Display Materials, plus full contest details!

Name

Street

City Zone State

☐ I am now a Westinghouse Light Bulb Dealer

☐ I am not yet a Westinghouse Light Bulb Dealer

YOU CAN BE SURE...IF IT'S Westinghouse

NEW PRODUCTS



ADMIRAL Refrigerators

Admiral Corp.,
3800 Cortland St.,
Chicago, 47, Ill.

Models: 3 special refrigerators: 2 Dual-Temp DT1381S and 1070S; and special D958S.

Selling Features: All models have new square tops, glacier tone porcelain enamel interiors and chrome trim. Dual-Temp DT1381S, a 12.4 cu. ft. 2-door combination has sub-zero freezer chest with 81 lb. capacity; high speed freezing shelf formed by refrigerated coils and a bottom freezing surface; 3 glide-out shelves; 2 door shelves and a third shelf in the freezer compartment door; this model also has 3 removable egg racks, a butter keeper and 2 large porcelain crispers.

Dual-Temp 1070S, has 10.3 cu. ft. capacity; separately insulated 70 lb. freezer chest completely sealed off from rest of refrigerator.

D958S, compact 9.2 cu. ft. refrigerator has 3 door shelves, full width crisper, butter keeper; frozen food capacity of 59 lbs.

Prices: DT1381S, \$399.95; 1070S, \$299.95; D958S, \$199.95.



NORGE Automatic Washers

Norge Corp.,
Sub. Borg-Warner Corp.,
Merchandise Mart Plaza,
Chicago 54, Ill.

Device: New automatic clothes washers, AW-450 series, with automatic Resudser to draw off hot, sudsy water and return it for washing second load.

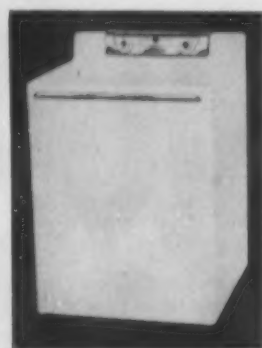
Selling Features: New dual-timer also provides 2 complete washing cycles—one for regular washing, the other for laundering lightly soiled items; buzzer signals automatically when clothes are washed; Resudser furnishes 2 washings or more for same amount of cleansing agent and hot water; for second washing housewife places laundry in washer, pushes button and washer starts washing automatically; automatic

Resudser stores hot, sudsy water in any stoppered tub and channels rinse water down a drain to return water for second load water temperature control is set on "suds."

Automatic signals permit housewife to concentrate on other household duties while clothes are being washed.

Simple to use Time-Line control, knob is set only once—and once water temperature is selected the clothes are washed, rinsed, spin-dried without further attention. Five other washers in line including an economy-priced push-button model. Deluxe models have safety spin which stops washer automatically when lid is lifted during spin cycle; 5-way rinsing includes surface, overflow and deep wave water movement and rapid spin to extract surplus water and damp-dry clothes.

Built-in sediment remover automatically removes sand and sediment. AW-406 push-button model has 3 buttons, one controls wash, one the spin and the third stops action. Portable base with automatic leveling device; 9 lbs. dry clothes capacity.



G-E Washer and Dryer

General Electric Co.,
Major Appliance Div.,
Louisville, 1, Ky.

Device: New G-E deluxe-styled automatic washer No. WA-650M and matching automatic dryer, WA-620M.

Selling Features: For convenience and ease of operation washer control dials are located on a 4-in. backplasher; once started by "cycle control dial" washer automatically washes, spins, pre-rinses to flush away suds, deep rinses, overflow rinses and shuts itself off; flexible control repeats, extends or skips any stage within cycle.

The second dial controls water temperature and turns machine on and off; with this dial it's possible to add forgotten pieces, permit long soak, once stopped, the washer can be re-started at exact moment of cycle interruption.

Top loading, free standing, agitator type washer; operating instructions fired onto inside surface of lid; 17 gal. or 9 lbs. capacity, smaller loads can be washed by pressing the G-E water saver control bar.



NORGE Dryer

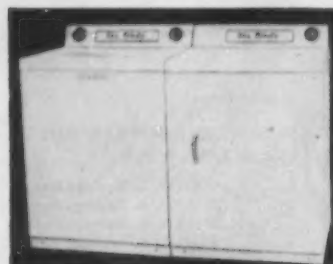
Norge Div.,
Borg-Warner Corp.,
Merchandise Mart Plaza,
Chicago, 54, Ill.

Device: New Norge dryer has built-in Hamper-Dor clothes chute.

Selling Features: Permits home-maker to load clothes from washer to dryer without bending.

3 positions—can be used as a shelf for sorting and stacking clothes and in third position permits user to take clothes from dryer into basket without extra lifting; embossed wall-tiled effect on lower part of cabinet gold and black trim matches automatic washer models.

Dryer matches washer in height, exterior styling, white enamel finish; cover and lid washer and dryer are porcelain enamel, resistant to acid and alkali stains. Operated by 2 dials: "timer dial" starts operation and controls length of dry cycle, "conditioner dial" can be set at high or low temperatures; a third setting allows drum to tumble without heat and for sprinkling. G-E automatic sprinkler may be inserted in special sockets for sprinkling up to 4 lbs. dry clothes. Fine mesh lint trap in dryer base; inside light goes on when door is opened; double panel door has convenient latch which can be opened by hand or knee; dries up to 9 lbs. at a time, operates on 230 volts, but is adaptable to 115-volt operation.



ONE MINUTE Washer and Dryer

One Minute Washer Co.,
Kellogg, Iowa.

Models: A super deluxe and deluxe line of automatic washers and dryers.

Selling Features: New automotive fluid dryer provides continuous operation with no pause between cycles; washers run quiet; new water balance principle keeps tub spinning smoothly regardless of out-of-balance loads; new turbu-flex, 4-wing agitator, turns and flexes clothes, gently removes dirt and soil; automatic dirt and soil discharger syphons dirt deposits from washing area—dirt cannot filter back through clothes.

Dryer features automatic temperature; safety thermostat; automatic dial; vacuum principle drying; perforated, metal phosphotized drum; 120-min. timer; 230 or 115 volt operation lint trap located on right rear corner; venting kit is available at small extra cost.

Restyled cabinets.



WARING Mixor

Waring Products Corp.,
Sub. of Dynamics Corp. of America,
25 W. 43rd St.,
New York, 36, N. Y.

Device: Improved new Waring Mixor.

Selling Features: A "comfort angle" handle eliminates "wrist fatigue" sleek modern styling in colors to complement any kitchen decor; 3-way rest includes a position on rim of mixing bowl; weighs only 2 1/2 lbs.; other features include a 3-speed thumb switch for right or left-hand use; positive beater ejection.

Price: \$19.95.

WARING Blenders

Waring Products Corp.,
Div. of Dynamics Corp. of America,
25 W. 43rd St.,
New York, 36, N. Y.

Models: Waring blenders are now available in pastel green, pastel yellow and pastel pink in addition to copper and brass bases. Made of high-impact urea plastic in same design as standard Waring PB-5 in white plastic; food containers are made of Pyrex in clover leaf design.

Price: \$44.95.



CROSLEY Refrigerator

Crosley and Bendix Appliance Divs.
Avco Mfg. Corp.
Cincinnati, 25, O.

Device: Crosley Shelvador 100 refrigerator without a freezer.

Selling Features: Styled to match the Crosley 11-cu. ft. upright freezer for homemakers who own or plan to buy separate freezer; provides 30% more fresh food storage; only freezing area across top holds 5 ice trays, roll-out interior shelves; completely recessed door shelves; butter keeper, removable egg racks, cheese keeper, bottle bar, double deck vegetable crisper; temperature and humidity are controlled through 2 evaporators, one in ice cube compartment, the other a special cold plate at rear of food compartment.

Price: \$349.95.

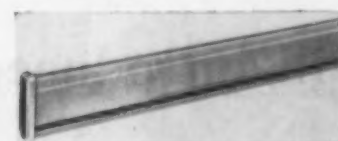


ROYAL Regent Coffeemaker

Robeson-Rochester Corp.,
Rochester, N. Y.

Device: New 24-k goldplated automatic coffeemaker.

Selling Features: Makes from 3 to 10 full cups; after brewing to desired strength, holds serving temperature for indefinite period. Packaged in white simulated alligator treasure chest.



CAVALIER Heater

Cavalier Corp.
343 W. 1st St.,
Chattanooga, Tenn.

Device: Cavalier electric baseboard heater.

Selling Features: Surface temperature stays below 125 degs. F; zig-zag air passages channel air over elements; reflective baffle increases flow of warmed air yet lowers surface temperature of baseboard; automatic room thermostat regulates room warmth to suit taste; no moving parts; can be painted to match room decor; available in 2 lengths—32 and 48 in.; 6 in. high, 2½ in. thick; 160 watts per ft.; special corner pieces are available.

NEW PRODUCTS



RCA ESTATE Ranges

RCA Estate Appliance Dept.,
Radio Corp. of America,
Hamilton, O.

Models: 6 new 36-in. models.

Selling Features: New series of 36 in. models designed to offer full-size cooking capacity scaled down for small city kitchens; top in group, G-120, has aqua-gray mantel back, chrome lamp, electric clock with minute alarm, oven light and window, E-180, is electric version; all ranges in this size group feature large baking oven with removable bottom with easy cleaning, drawer broiler on gas models, 4 top burners, 2 giant size and 2 big storage compartments; deluxe gas models feature automatic Thermotrol controlled heat for range top cooking.

Fiberglass insulation, titanium enamel finish, nylon drawer glides and flexible, fast heating surface units are other features.

Prices: E-180, \$179.95.



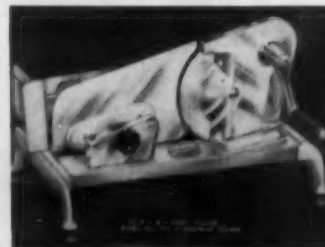
NORTHERN Heating Pads

Northern Electric Co.,
5224 N. Kedzie Ave.,
Chicago, 25, Ill.

Models: Northern line of heating pads features new acetate transparent covers to let customer see what she is buying.

Features: Top model has 3 covers: rayon satin for dry heat application; percale with tie bands to hold pad in any position; and a terry cloth cover; 3 heats, nite-lite switch; wetproof.

Prices: \$5.95 to \$9.95.



Silv-A-King Slicer

International Appliance Corp.,
918-940 Stanley Ave.,
Brooklyn, 8, N. Y.

Device: Silv-A-King all-purpose food slicer, No. 710.

Selling Features: For slicing meat,

cheese, bread, fruit, vegetables wafer-thin, or up to ½ in. thick; polished chrome finish; heavy gauge steel with die-cast legs; food clamp and sharpening stone legs have rubber suction cups; carbon steel blade 6½ in. diam., weights 10 lbs. Price: \$29.95.



HOOVER Polisher

The Hoover Co.,
No. Canton, Ohio

Device: Hoover floor polisher and scrubber.

Selling Features: Weighs only 13 lbs; styled in dark maroon with gray vinyl furniture guard; equipped with headlight; totally insulated; special set of scrubbing brushes, a set of polishing brushes and felt buffing pads included; a rug cleaning applicator for applying rug cleaning compounds is also available; employs 2 vertically mounted, counter-rotating scrubbing or polishing brushes which are removable for cleaning; they have glove type snap fasteners so buffing pads or rug cleaning applicators can be attached; ball type detent is employed to retain handle in storage position; ball pivots on polishes are locator to center of gravity so that a stable operation results.

Price: \$69.95.



AUTO-MAGIC Sander-Polisher

Douglas Scott Development Corp.
3931 W. 150th St.,
Cleveland, 11, O.

Device: Hand-type sander-polisher with floating head that operates off a trans-orbital relay and revolves in a multiple of ½ in. orbits.

Selling Features: Head is a plastic foam filled vinyl pad, fused to an alloy bearing plate which attaches it to the machine; head is pliable when following contours and firm on level surfaces; sanding discs are 5½ in. diam available in variety of grit size; lambs wool polishing bonnets fused to vinyl jacket; ¼ h.p. motor; weighs 8 lbs.



CASCO Heating Pads

Casco Products Corp.,
Bridgeport, 2, Conn.

Models: 4 new heating pads: Supreme, No. H51, Super, No. H31, Deluxe, No. H24 and Budget No. H21.

Selling Features: Supreme, top model has 30 heat settings from 125 to 195 degs; Braille Nite light switch markings; Gold Crown fabric cover with gold satin binding and gold finish zipper; removable, preshrunk cover is washable; permanent vulcanized rubber inside cover is wetproof.

Super rubber covered wetproof model has rose design cover of flannel, preshrunk, washable, removable; 3 fixed heats; Nite-light switch with Braille markings.

Deluxe model has nosegay pattern cover of flannel, preshrunk and washable, moisture-resistant rubberized permanent cover; 3 fixed heats; constant temperature at each setting; gray and pink cord and switch ensemble.

Budget model has pastel pink flannel cover; rubberized permanent cover; 3-speeds 2 safety controls on each.

Prices: From \$5.95 for Budget, to \$8.95 for Supreme.



BENDIX Water Softener

Crosley and Bendix Home Appliances,
Avco Mfg. Corp.
Cincinnati, 25, O.

Device: New compact home laundry water softener "Laundry Mate" designed for use on any automatic washer.

Selling Features: Has 5,000 grain capacity, sufficient for approximately 20 loads in an area with 10 grain hardness; rubber hose connections, the unit is placed on hot water line between the heating tank and automatic washer; weighs 25 lbs.; "Softmagic" unit employs 2 filters of sintered brass; can be regenerated by filling self-measuring tube with 3 lbs. water softener salt. Price: \$79.95.

To the 1 dealer wants to make a

Read this
frank statement
by Leon Jolson

President of
Necchi-Elna



We have some 500 letters in our files as of now, and they all ask us the same question: "Can we have the Necchi line?"

You might think that we answered all those letters with an enthusiastic "Yes". But we didn't.

Because the kind of dealer who qualifies for a Necchi franchise doesn't come along very often. Not nearly often enough.

On the chance that *you* are Necchi's kind of dealer, let us tell you what kind of line Necchi is.

It's a line that can't be footballed. We don't want price-peddlers; we want merchants.

It's a line that can't sit gathering dust. We don't want warehouses; we want sales agencies.

It's a line that can't be franchised indiscriminately. We don't want storekeepers; we want businessmen.

In September Necchi-Elna® dealers will introduce

THE BIGGEST ADVERTISING schedule in the history of the sewing machine industry will announce the world's first *push-button* automatic sewing machine! It's a Necchi—just the way the world's first *zigzag* automatic was.

IT'S THE ONLY SEWING MACHINE in the world that does *everyday* sewing as automatically as fancy sewing! It even makes buttonholes all by itself—in one continuous, completely automatic operation! It's years ahead of any other "automatic" on the market!

NECCHI IS BACKING it with this huge color spread in LIFE... with smashing full-page advertisements in eleven other magazines... with a newspaper campaign in 92 cities... with television and a tremendous planned-promotion program! And Necchi has just given this revolutionary new machine a closed-circuit TV introduction to the press and the Necchi dealer organization. What



in 100 who full profit... and is willing to work for it!

Only *one* kind of dealer gets a Necchi franchise.

The kind who sets up a Necchi *department*. With full-time salesmen who aren't ashamed to follow up leads in homes. With appraisal experts who won't let trade-in opportunities slip through their fingers. With trained demonstrators. Facilities for quick, efficient service. And the space, time, and personnel to teach use-of-the-machine as well as basic sewing.

Necchi's kind of dealer is an old hand at display, an aggressive promoter, a top-drawer salesman. *Now* do you see why Necchi dealers don't come along very often?

A Necchi franchise means hard work. But the rewards can be tremendous. Because Necchi has a high mark-up, which its dealers *keep*. Because Necchi has a planned program to help its dealers *earn* these big-profit sales. Because Necchi

even has a debenture bond plan, open only to its dealers, which provides future financial security—without premiums! (No other company in any industry has an "automatic annuity" program like this.)

But, most important of all, a Necchi franchise isn't a "here-today-gone-tomorrow" proposition. Necchi franchises are awarded *only* to fully qualified dealers. Unfortunately, there aren't very many of them around. So, when we find one, we stay with him—work with him—plan with him—grow with him.

If you're tired of being on the "unloading end" of the appliance industry's production line . . . and if you still have enough pride in your business to believe true specialty selling is not dead . . . get in touch with us. Your application will be carefully considered.

Leon Thau

the world's first push-button automatic sewing machine!

does it all add up to? *More than two million dollars* worth of publicity!

WILL YOU BE ONE of the dealers who cashes in on the world's first push-button automatic sewing machines?

You will if you're franchised by Necchi!

Write fully to:

NECCHI-ELNA—Dept. G506,
164 West 25th Street, New York, N. Y.

In Canada, write to:

Necchi Sewing Machines, Canada Ltd., 3445 Park Ave., Montreal

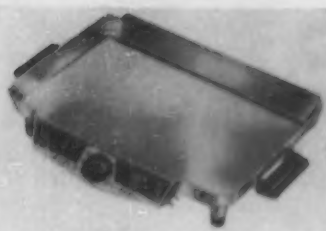


ELNA,
the world's
most automatic
portable
sewing machine.



When you become a Necchi-Elna dealer you automatically become the most important sewing machine dealer in your city.

NEW PRODUCTS



K-M Redi Fry

Knapp Monarch Co.,
Brent and Potomac Sts.,
St. Louis, 16, Mo.

Device: K-M Redi-Fry and griddle.
Selling Features: Heavy-duty aluminum grill with specially treated surface for no-stick frying and grilling; deep grease trough with pour spout; dial-a-recipe control for frying and grilling; grill surface slopes gradually to give greaseless frying; cool handle and feet; embedded element.

Price: \$19.95.



ROTO-BROIL Skillet

Roto-Broil Corp., of America
32-14 Northern Blvd.,
Long Island City, 1, N. Y.

Device: Roto-Broil automatic skillet.
Selling Features: Has 3½ qt. capacity; separate heating element attaches to bottom skillet, and is removable for immersing pan in water, simple to remove and replace; thermostatically controlled temperature settings from 220 degs. to 420 degs.; handle carries table of temperatures for variety of recipes; polished aluminum with black plastic handle and legs; 110 volts, a.c. only.



G-E Coffeemaker

General Electric Co.,
Bridgeport, Conn.

Device: New G-E automatic coffee-maker No. P. 31.

Selling Features: Automatically brews coffee to right strength; brew selector provides mild, medium or strong coffee or any strength between and it stays hot automatically; makes 3 to 9 cups; cup markings indicated inside; aluminum construction, easy to clean; chrome-plated aluminum finish; Textolite handle; 600 watts; a.c. only.



DU-WAL Griddle

Du-Wal Inc.,
River Grove, Ill.

Device: Du-Wal griddle-frypan.

Selling Features: Large square shape (12x12½ in.) takes 6 sandwich slices; low sides make it easy to turn bacon, hamburgers, eggs, etc.; silicone treated griddle surface; immersible; sealed element and thermostat.

Price: \$17.95.



G-E Heaters

General Electric Co.,
Bridgeport, Conn.

Models: 2 new automatic heaters: H-1 and H-2.

Selling Features: Both models thermostatically controlled, turning "on" when room temperature drops and "off" when temperature rises; both are portable and have carrying handles that fold out of sight when not in use. H-1 features fan forced heat, automatic thermostatic control, safety-styled grill, quiet operation, modern design; light



green finish. H-2 has 2-tone brown case with large copper reflector; fully automatic with 2 separate heat levels; built-in mercury switch automatically turns heater off if tipped; adjustable base and indicator light are other features.

Prices: H-1, \$19.95; H-2, \$39.95.



WESTINGHOUSE Blankets

Westinghouse Electric Corp.,
Mansfield, O.

Device: New line of bed covering includes 6 automatic blankets and a new lightweight automatic sheet.

Selling Features: 3 deluxe models in pastel pink, blue or green are a blend of 25% nylon plus rayon and cotton with nylon bindings.

3 models in standard series are a blend of 10% nylon plus rayon and cotton in red and the darker shades of blue and green.

Equipped with automatic Watchman thermostatic control with neon signal light that glows when control is on and an indexed warmth selector dial.

New sheet, ES-551, of white plisse, weighs 2 lbs; equipped with control similar to blankets, single or dual; all models will fit double or twin beds, are washable in an automatic washer.

Prices: From \$24.95 for sheet with single control; to \$47.45 for Deluxe blanket with dual control.



K-M Chefster

Knapp Monarch Co.,
Brent & Potomac Sts.,
St. Louis, 16, Mo.

Device: Stainless steel K-M chefster-cooker-fryer.

Selling Features: Large cooking area; large perforated basket, bakes, steams, blanches, warms, pops corn and also serves as a buffet chafing dish. Embedded element thermostatically controlled by Dial-A-Recipe control knob, provides accurate temperature for every cooking operation; cooking area is separate from element; cooking pan can be submerged in water to clean.



TITAN Heater

Titan Corp.,
Buffalo, N. Y.

Device: Titan Chron-O-Matic heater.

Selling Features: Built-in automatic timer enables pre-heating a room and keeping it at desired temperature; automatic timer dial enables pre-selection of hour heater is to go on; dial is numbered 1 through 12; cool case; fan forced convection heat; tip over switch turns heater off if tipped; hammered baked enamel with aluminum trim; No. 322, has 1320 watts, 110-120 volts, 60 cycle a.c.; No. 326, 1650 watts.

MARKEL-LA SALLE Heetaires

Markel Electric Pds., Inc. &
LaSalle Pds., Inc.,
Buffalo, N. Y.

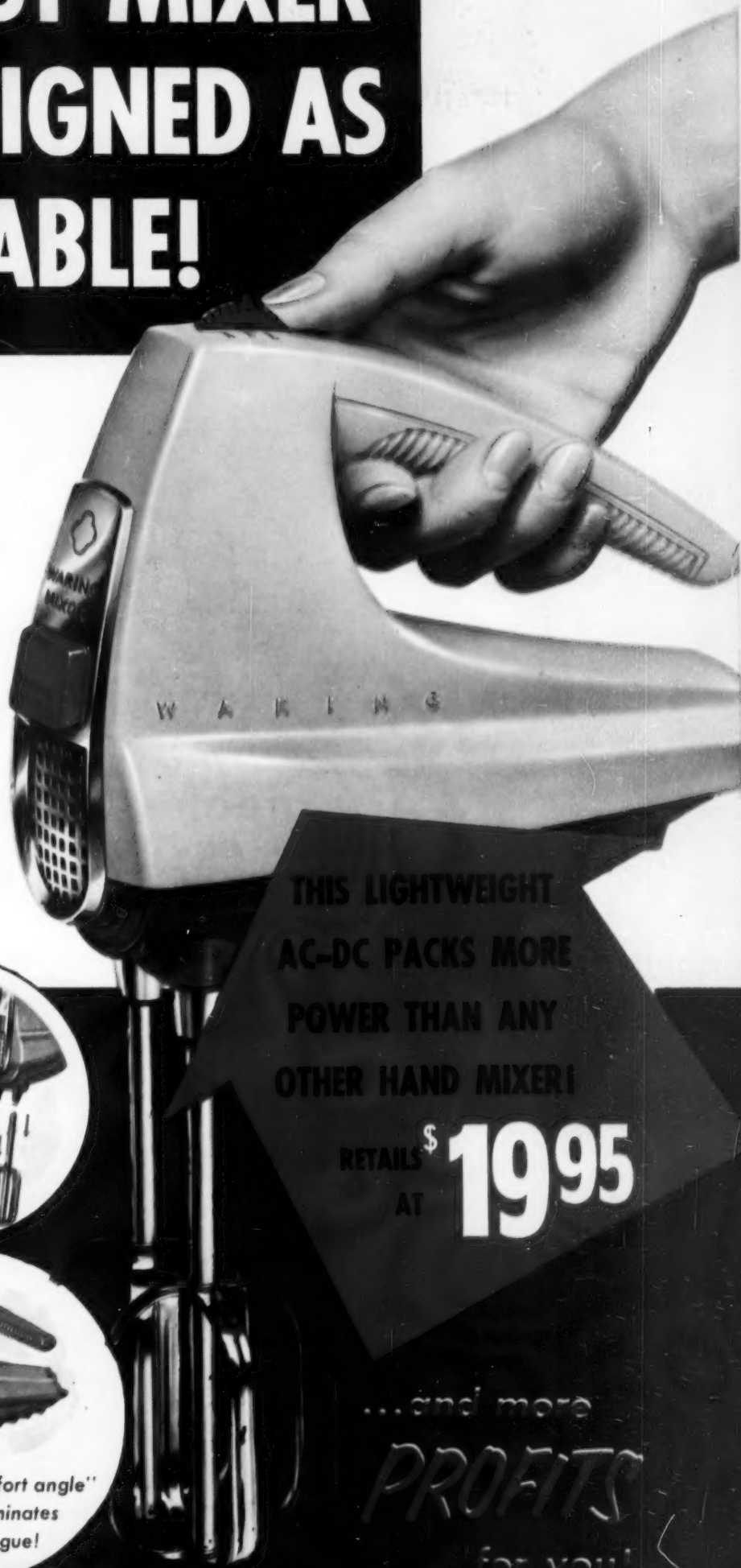
Models: New Market-LaSalle 1955-56 line includes 7 models in the automatic and fan-forced Thriftee Heetaire series: de luxe automatic Thriftee models 117-T and 118-T; standard automatic Thriftee models 140-T and 141-T; hi-lo manual Thriftee (2-speeds) models 145 and 146; manual Thriftee (lowest priced model) model 143.

Selling Features: All automatic heetaires—Fan-Glo and Thriftee—have built-in thermostats, to produce and maintain temperatures from 40° to 85° F., and turn themselves on-and-off as necessary to maintain the temperature the user selects.

NOW FIRST MIXER DESIGNED AS A TRUE PORTABLE!

NEW **WARING** MIXOR *years ahead in kitchen styling!*

It sells itself on sight. Just display it. Customers can see at a glance it's the first mixer scientifically designed as a true portable. Years ahead in looks — there's nothing on the market to match **WARING MIXOR's** modern beauty, its kitchen-complementary colors. In the customer's hand the new comfort-angle handle will automatically create more sales, and so will the weight (only 2¾ lbs. — lightest among portable mixers)! All of the **WARING MIXOR's** dramatic new demonstrable features will make *more* customers buy. **WARING's** the standout in a year when more portable mixers will be sold than ever before. They'll beat out faster turnover, more profits!



Convenient 3-speed thumb switch
serves every mixing need, in
right or left hand use!

Push beater
release button
and beaters
snap out
clear!



Bowl rest on MIXOR base
frees both hands for
adding ingredients!



Exclusive "comfort angle"
handle eliminates
wrist fatigue!

THIS LIGHTWEIGHT
AC-DC PACKS MORE
POWER THAN ANY
OTHER HAND MIXER!

RETAILS \$
AT **1995**

...and more
PROFITS
for you!

NOW Special introductory offer

THE
Waring MIXOR
"DOOR OPENER" DEAL

...the greatest, most profitable deal
ever offered on a hand mixer!

WARING is sharing! We have such unbounded faith in the new WARING MIXOR that we're passing on part of our introductory profits *to the dealer*. We know that, soon as the new MIXOR catches on, there'll be profits to spare for all to share.

Here's our offer to dealers:



You buy 2 Mixors	@ \$12 ¹⁷ each
You buy 1 Mixor	@ 8 ⁴²
You get 3 Mixors for only	32 ⁷⁶ (avg. cost \$10.92 ea.)
You sell 3 Mixors @ \$19 ⁹⁵	59 ⁸⁵
Your gross profit is	27 ⁰⁹

...that's 45.3% profit
tax included

Deal expires October 31, 1955

NOW

A complete line of Waring Blenders with the widest range of colors, designs and prices in blender history!

The WARING BLENDOR opens up a whole new world of interesting food recipes, as well as distinctively refreshing drinks for your customers. As more and more people realize the blender does it better, they want to buy the best. And when you sell WARING, sales come naturally because — no doubt about it — WARING is the best blender buy. With its powerful motor (115 volts, 25-60 cycles, AC-DC) the WARING BLENDOR can handle any blending job from palatable drinks and delicious soups to casseroles, muffins, popovers, salad dressings and potato pancakes. It even grinds nuts and coffee. And the 1-quart Pyrex clover-leaf shape container is a WARING exclusive. 2 speeds for blending control.

The New Waring Color-tone line

RETAIL \$44⁹⁵

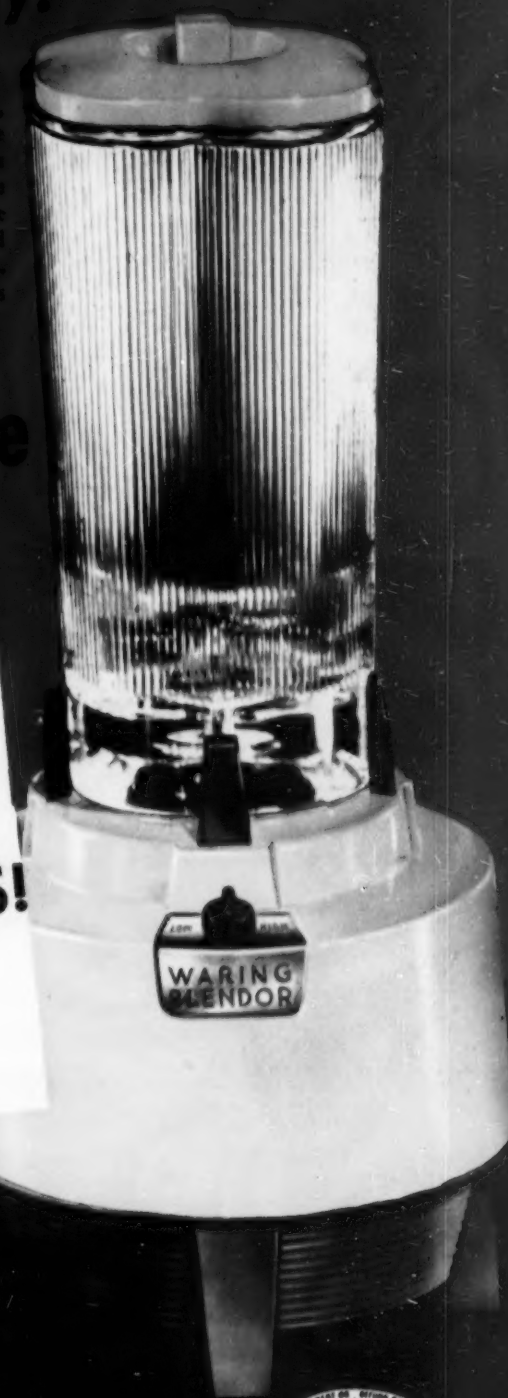
**IN EVERY WAY—VOLUME, TURNOVER,
PROFITS—WARING SETS YOU UP WITH
THE RIGHT COLORS, DESIGNS, AND PRICES!**



WARING offers three new Color-tone WARING BLENDORS in the smartest new pastel shades, designed to add beauty to any kitchen. Your customers can choose from Models PB-5P Pink, PB-5G Green, and PB-5Y Yellow. Retail \$44.95.

Model PB-5 Celebrity.	Retail \$43.95
Model 700S Standard	Retail \$38.95
Model 702 CO or BR Copper or Brass	Retail \$47.95
Model 702 CR Chrome	Retail \$43.95

Only WARING offers you a full line of blenders for your customers! Choose from 8-models in assorted colors and finishes. In addition to the three brand new Color-tones, there are the familiar 700 Standard White with black trim, the popular 702 in Chrome, Copper and Brass and the PB-5 Celebrity in White and Gray. Now — WARING makes certain you can take full advantage of the rapid growth of the blender market.



WARING BLENDORS
carry the coveted
GOOD HOUSEKEEP-
ING GUARANTY
SEAL.

More about sharing profits with Waring...

**Now! A wonderful
New Iron at a
volume-building
price!**



NEW DURABILT

**GIVES WARING THE BROADEST LINE OF
TRAVEL IRONS IN THE BUSINESS TODAY!**

*Fully
Automatic*
AC-DC
\$ **8.95**
RETAIL
a real
**volume-building
retail price!**



**Model 402 115 V. AC-DC A great retail buy
at \$6.95**



Model 506 115-230 V. AC-DC Retail \$12.95

Now WARING adds a great new iron to its modern line — the completely *New* automatic DURABILT! Like all DURABILTS, this is a compact, streamlined beauty in styling, for home and travel. You dial exactly the heat you want — and get it "just like that"! 115 Volts — AC-DC — 500 Watts. Warranted one year. Just \$8.95 complete with cord

set and gift box. This *New* DURABILT gives WARING the greatest line of travel irons of any manufacturer, anywhere. The finest irons you can handle — and volume priced from \$6.95 to \$12.95 to make sure you say *bon voyage* to more travel irons than ever before!

**Waring National Advertising will pile
up Fall demand for Waring products!**

National magazine ads in *Better Homes & Gardens*, *McCall's*, *Good Housekeeping*, *Coronet*, *New Yorker*, *Sports Illustrated*, *Esquire* and *The New York Times Magazine* will reach 49,684,172 readers, pre-selling the new WARING MIXOR, Color-tone line of BLENDERS and the new AC-DC DURABILT Travel Iron. The many exciting recipe uses of the WARING BLENDOR will be demonstrated on network TV (Steve Allen) in 44 major markets. Strong local TV, radio and newspapers will add extra impact in selected principal cities.

**WE WANT TO KNOW ALL ABOUT SHARING WITH
WARING, ALL THE FACTS ON YOUR
"DOOR OPENER" DEAL!**

WARING PRODUCTS CORP.
25 West 43rd Street, New York 36, N. Y.

NAME..... FIRM.....
ADDRESS.....
CITY & STATE.....



G-E Kettle

General Electric Co.,
Bridgeport, Conn.

Device: G-E automatic speed kettle No. K-20.

Selling Features: Automatically boils a qt. water in less than 4 min.; heating unit shuts off automatically if water boils away; holds 2½ qts. copper and chrome finish; pushbutton lid locks open for filling and pouring; handle and base of GE-Textolite; G-E Calrode elements 1500 watts a.c. only.



CAMFIELD Coffeemakers

Camfield Mfg. Co.,
Grand Haven, Mich.,
Nat. Sales Office:
14-102 Merchandise Mart,
Chicago, 54, Ill.

Models: Camfield "Coffee-Maid" automatic deluxe and Super Deluxe.

Selling Features: Both models have 4 to 10 cups capacity; stainless steel spreader, tube, basket and well; ball valve pump permits brewing second pot immediately; automatically keeps coffee hot without re-perking; makes 3 different strengths—mild, medium, strong.

Price: Deluxe \$29.95; Super Deluxe, \$37.95.



K-M Redi-Hot

Knapp Monarch Co.,
Bent & Potomac Sts.,
St. Louis, Mo.

Device: K-M Redi Hot hot cup or water boiler.

Selling Features: Brews instant bev-

NEW PRODUCTS

erages, steeps tea; cooks soup, warms milk, cocoa; accurate temperature control; easy to clean; multi-position temperature knob provides temperature settings from 165 degs. at lowest to a mild boil at highest; indicator light goes off when temperature setting has been reached; keep warm setting for holding serving temperatures; chrome with polished interior; capacity from 2 to 12 cups.

Price: \$19.95.



K-M Liquidizer

Knapp Monarch Co.,
Bent & Potomac Sts.,
St. Louis, 16, Mo.

Device: Improved K-M Multi-speed liquidizer.

Selling Features: Newly designed motor base and taller jar are highlights; multi-speed rheostat switch selects speed for chopping vegetables for salads, blending drinks, combining dressings and shaving ice cubes; new extra-capacity jar has graduate measure markings from 1 to 4 cups; spill-proof 2-piece top combines a tight seal rubber top in gray with white plastic top for adding ingredients while motor is running; base in chrome and copper.

Price: About \$49.95.

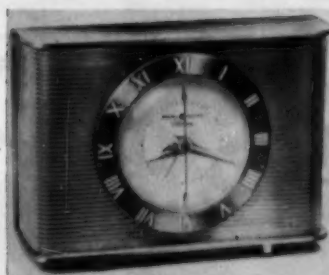


BAR-BROOK Fan

The Bar-Brook Mfg. Co., Inc.,
6135 Linwood Ave.,
Shreveport, La.

Device: New 30-in. Bar-Brook package unit fan No. AVP-30, and AVP-30A.

Selling Features: Manual or air operated shutter ¼ h.p., 500 rpm; ceiling hole size 31x31 in.; fan size 30½x30½ in.; 18½ in. high; 5,000 cfm rating; fan, motor, fuse-link and shutter factory assembled and wired as a single unit ready for easy installation; aluminum shutter with precut aluminum ceiling opening trim.



G-E Telechron Clocks

General Electric-Telechron
Ashland, Mass.

Models: New line of G-E Telechron clocks for every room and every need include Colonist, Inheritance, Swirl, Illusion, Replica, Fidelity, Revelation, Circlewood and Harlequin.

Selling Features: Colonist, a large round Tole wall clock with scal-



loped edge has gold numerals against black or dark red, or black numerals against gold; Inheritance, square wall clock with gilt bas-relief brass and Fruitwood finish wood. Swirl, circular wall clock has pink case; Topper, wall design in pink and white. Illusion has red dial; Replica, desk clock, in brass through a translucent paneled front; Fidelity, desk design with short gilt feet framed in light or dark mahogany; Circlewood and Harlequin tailored alarm clocks with luminous or plain dial.

Prices: From \$3.98 to \$29.95.



FEATHERWAY "Airoma"

Ataco Steel Products Co.,
1040 Ninth Ave.,
Grafton, Wis.

Device: Airoma No. 210 fan, heater, deodorizer.

Selling Features: A flip of switch on "fan" or "heat" makes it possible to use as deodorant, inhalant or insecticide, or as heater or fan only,

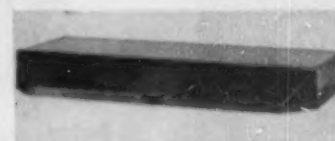
1000 watts 110-120 volts a.c. only; 2 speed motor; removable back grill for liquid replacement; steel finished in grey or green baked enamel with chrome and black trim; carrying handle; slotted base for hanging on wall; adjustable to various positions.



The Lancaster Pump & Mfg. Co., Lancaster Pa., introduces a new series of automatic pumps known as Lan Caster Lawn-Pak, specifically designed for lawn sprinkling use.



A new vari-speed griddle control is announced by Norris-Thermador for their new Bilt-In griddle cooking top; exact heat needed can be dialed with new vari-speed switch—no fixed positions between high and low.



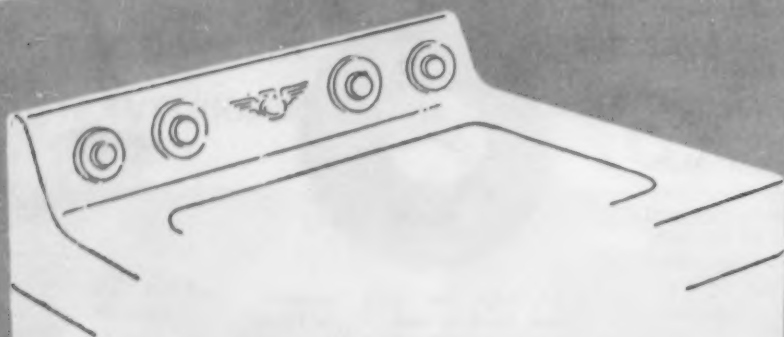
Stewart Kitchen-Aire announces a new line of range hoods in a choice of stainless steel and hammered finished copper, chrome, black, swedish iron, standard lengths range from 30 to 42-in.x15 in. overall width, with 12-in. top depth. Front of hood has 45 deg. mitered corners. \$19.95 to \$29.95.



Crosley announces a set of "Chill 'n Serve" roll-out dispensers for frozen juices and canned beverages. Set consists of 2 metal storage racks, each with capacity of 8 or more cans; \$1.99 for the set.

Here's how **Tide**

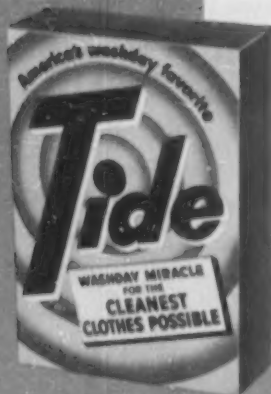
is helping you sell



The 13 brands below are being co-featured with Tide in hard-selling, nation-wide advertising on TV and radio... and in leading magazines. Yes, Tide is sending prospects into your store to see and buy these automatic washers!

ABC	Coronado	General Electric	Maytag
Barton	Easy	Kelvinator	One Minute
Blackstone	Firestone	Kenmore	Speed Queen
Wizard			

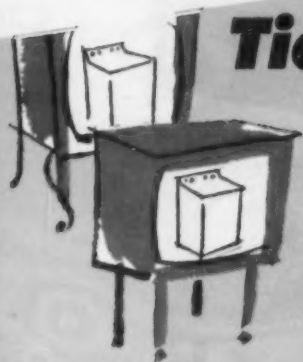
...and each of these manufacturers gives Tide the strongest endorsement possible... they put a free box of Tide inside every new automatic they make!



*Tie in with **Tide**...
it's your best tie-in bet!
And remember, more women
use **Tide** than any other
washday product sold!*



automatic washers....



Tide alone has scheduled
as much network automatic-washer advertising
as the entire automatic-washer industry.

Yes, Tide's network radio and TV programs feature as much network
automatic-washer advertising as the national broadcast advertising of all
automatic-washer manufacturers combined
during the whole of 1954!

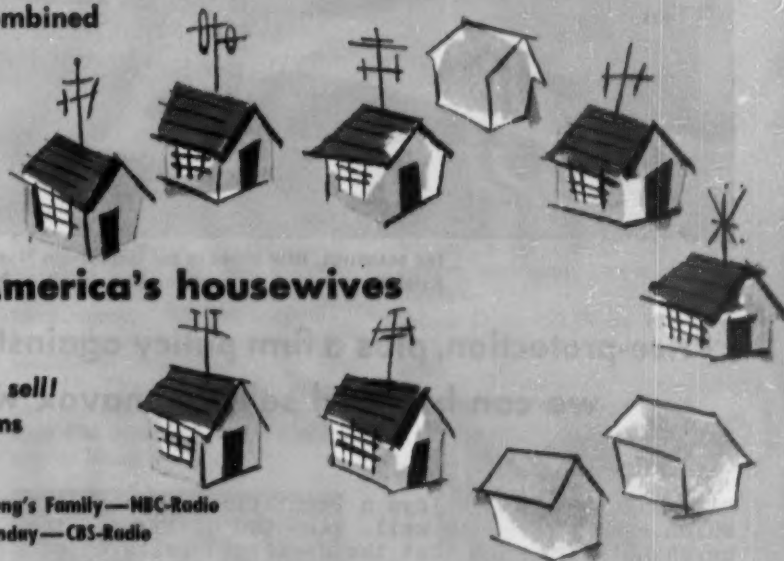
Tide is reaching almost 70% of all of America's housewives

... on an average of 9 times every 4 weeks, with TV
and radio programs that advertise the automatic washers you sell!
Compelling commercials on the following high-rated programs
are promoting extra business for you! These are the shows:

The Loretta Young Show—NBC-TV
On Your Account—CBS-TV

It Pays To Be Married—NBC-TV
The Tennessee Ernie Ford Show—NBC-TV
Perry Mason—CBS-Radio

Pepper Young's Family—NBC-Radio
Our Gal Sunday—CBS-Radio



And **Tide** full-page four-color ads feature automatic washers
in these leading national magazines...

Ladies' Home Journal
Better Homes and Gardens

McCall's
American Home

Household
True Story

Modern Romances
Good Housekeeping

Put this tremendous selling support to work in your store...

Advertise with Tide... buy local spot TV and radio commercials
adjacent to Tide's high-rated network programs.

Promote with Tide... stimulate store traffic and boost sales with
Tide's Washer-Dealer Plan.

Demonstrate with Tide... use Tide for store demonstrations... and for post-
sale demonstrations that win satisfied customers.

Appliance dealers from coast to coast report big sales gains

... as a result of tying in with America's favorite washday
product, TIDE! Contact your distributor or manufacturer
for complete details on how Tide can boost sales for you!

In North Carolina, too . . . up to 35% profit-margin on popular models by Magnavox!*

*Made possible through direct-to-dealer distribution



THE BEAUTIFUL, NEW STORE of the Stephenson Music Company, in Raleigh, is one of the most modern in all of North Carolina.

"Price-protection, plus a firm policy against discount selling, means we can buy and sell Magnavox with confidence!"

"The Magnavox name enjoys a reputation and acceptance which make it easy to sell. And the quality of the merchandise is such that the dealer is relieved of most of the service worries encountered in other lines. Not only is this vitally important to our existence, but it also insures our customers of getting the most quality for the price.

"In the many years that we have been associated with Magnavox, it has been one of our most valued franchises. At the present time, Magnavox accounts for over 75% of our television and high fidelity sales.

"We have bought, with confidence, a product with a price protection guarantee and a firm policy against discount selling. We have sold a product that has the custom quality that assures satisfied customers. Yes, Stephenson Music Company is today looking forward to a bright future with Magnavox and, with pride, offers the name of Magnavox."

Yours very truly,

STEPHENSON MUSIC COMPANY

Ch. Stephenson Jr.

Treasurer

ONLY THE MAGNAVOX FRANCHISE OFFERS THIS PROTECTED PROFIT PLAN

Highest margins—up to 35% on popular models—plus freight prepaid.

The only TV-Radio line with vigorous enforcement of price maintenance policy. No price cutting. No discount-house competition.

No promiscuous franchising. Magnavox protects you by selling through fewer than 2% of the nation's radio-TV dealers.

THERE MAY BE A FRANCHISE AVAILABLE IN YOUR COMMUNITY

● If you want to make money selling TV and High Fidelity, write The Magnavox Company, Fort Wayne 4, Indiana.

Magnavox

The magnificent

high fidelity television • radio-phonographs



1



2



4

1. 137L "Traditional." Console with 21" screen, Chromatic Optical Filter, Reflection Barrier. 12" and 5" speaker. Mahogany. (VHF) \$339.50. In cherry "The Provincial" (VHF) \$349.50.

2. 121L "Magnavision." Complete mobility. Table set can be wheeled into any position. With mobile table (VHF), \$189.50.

3. CP251M "Magnasonic 420" High Fidelity. Two 12" and two 5" speakers with sound diffusers, 20 watt amplifier, Mahogany, \$198.50.

4. 150L "Constellation." 21" TV. Console with all controls on top. Chromotone Filter, Reflection Barrier. 8" speaker. Cordovan (VHF), \$199.50.



RAYTHEON TV Set

Raytheon Mfg. Co.
TV & Radio Operations
Chicago, Ill.

Model: Raytheon "Low-Boy 21".
Selling Features: Filament transformer energizes large-size picture tube and provides longer life, VHF or UHF reception; available in mahogany or blonde finished mar-resistant cabinet 33" long, 18" and 17 1/2" high.

Prices: Mahogany, \$199.95, blonde, \$209.95



SYLVANIA TV Sets

Sylvania Electric Products Inc.,
Radio & TV Div.,
254 Rano St.,
Buffalo, N. Y.

Models: 11 new sets in Sylvania 1956 line.

Selling Features: New chassis in 1956 line features single-knob, all-channel tuner; "Silver Screen 85" aluminized picture tube; contact filter lens. Line includes table and console models with 21 and 24-in. picture tubes in blond mahogany and cherry, for modern or traditional settings. HaloLite has been extended in some models to cover entire front of cabinet. Models illustrated include 21-in. table set, 21T301; and console, 21D802, "Cabinet of Light" series.

No. 21T301 features advanced chassis; contact filter flush with picture tube face; wide-range tone control; optional Cascode all-channel tuner which automatically shifts from VHF to UHF.

Similar console model (21C502) features same chassis with dual speakers; chassis features compensating circuit to automatically maintain full bass response; advanced noise inverter; 4-stage IF; special circuits retrace line eliminator; electrostatic focus gun, afc; automatic intercarrier sound; front-mounted oval speaker; 21 tubes, (11 multi-purpose), 2 rectifiers and a 21-in.

NEW PRODUCTS Television

Prices: No. 1102, (shown) \$128; No. 1118, \$148; No. 1146, \$158; C-502, \$894; 1158, \$372.



DE WALD TV Sets

DeWald Radio Mfg. Corp.,
35-15 37th Ave.,
Long Island City, 1, N. Y.

Models: Console models J-216, H-212-D, H-240, table model J-215.

Selling Features: J-216, 21 in. console with removable front glass panel; super powered chassis with large power transformer; Cascode tuner; large PM dynamic speaker; mahogany cabinet; comes in conventional or swivel type; also available in blond finish.

H-212-D, Sussex, 21-in. 3 door console has super powered chassis; Cascode tuner, large PM dynamic speaker; 3 matching doors; mahogany finish.

H-240, 24-in. open face console has super powered 21-tube circuit including 2 rectifiers and damper; Cascode tuner; 10-in. electro dynamic speaker and FM audio system; mahogany veneer console; also available in blond.

J-215, "Embassy" table model has removable front glass panel, large PM dynamic speaker; mahogany or blond finish.



OLYMPIC TV Line

Olympic Radio & TV Inc.,
Olympic Bldg.,
Long Island City, 1, N. Y.

Models: Olympic 1956 line of 18 basic combinations topped by Durham open-faced combo.

Selling Features: All deluxe models in Anniversary line feature Cascode tuners with VHF or UHF/VHF 82-channel tuning; 90 deg. deflection; wide screen; 274 sq. in. picture area; eye-eeze filter glass; full front control chassis with power transformer; Durham, (illustrated) features full fidelity AM radio, 3-speed automatic record changer; 21-in. picture tube; horizontal

chassis; side controls; feather touch tuning.

In addition, Olympic offers complete line of 14, 17, 21 and 24-in. standard and deluxe table models and consoles in wood cabinets.

Price: Durham, \$299.95.



TRAV-LER TV Line

Trav-ler Radio Corp.,
571 W. Jackson Blvd.,
Chicago, Ill.

Models: 1956 line consists of 9 table and 10 console models.

Selling Features: Aluminized picture tube; super Cascode 12 channel viewing. Trav-ler Custom 21" Console, No. 521-80, features 21 tube straight AC chassis; 270 sq. in. mirror-backed aluminized picture tube; super cascode 12 channel UHF-VHF tuner; "stop lite" illuminated roto-dial tuning; 3-position area selector switch; RCA licensed 21 tube intercarrier sound circuit has 18 tubes plus 2 rectifiers and 1 picture tube; full range hi-fi FM sound; built-in antennas; mahogany wood cabinet; easy roll casters; mahogany, maple, blonde finishes.

Prices: From \$99.95 for 17" table to \$269.95 for a 21" custom deluxe.



SPARTON TV Consoles

Sparton Radio & Television Div.,
Sparks-Worthington Co.,
Jackson, Mich.

Model: The Duncan, Sparton's custom-built Highlander series sets—model 21CL12-21", VHF; model 21CL12U-21", VHF-UHF.

Selling Features: Upright chassis has 8 single-purpose tubes and 7 dual purpose tubes. 41 mc IF; long-distance switch; automatic-gain control; improved tuners—Pentode for VHF, Cascode for VHF-UHF; coordinated sound system; 21" aluminized picture tube; tele-optic filter; anti-static mask; top-mounted controls for stand-up tuning; all-wood cabinet, in limed oak finish.

A message from **Amana**

Look what's happened to Amana sales!



Frankly, it even surprised us . . . the way sales have been shooting up! The last five years are a good example of Amana's steady growth. But it was no accident! It has taken top-quality products, backed by hard-hitting promotion and advertising . . . *plus* powerful sales push!

That's why we give much of the credit for the sales curve above to our grand Amana Dealer Family. They've gotten out and done the job

. . . and done it very well indeed. There are two sound reasons why: First, they are outstanding dealers, handling America's outstanding line of freezers. Second, they make a sound, healthy profit on every Amana sale. Full profit, too, remarkably free of troublesome service expense, or irritating discount competition.

We feel they are smart dealers, and we know they like the feel of success!

Amana gives you constant quality plus full profit!

to smart dealers...

(Who like the feel of success)

There's nothing like talking to the men who get the job done. And while conversation isn't possible on a printed page—we have arranged to

have four successful Amana dealers tell their stories right here. We think you'll find their viewpoints interesting in a dollar-and-cents way.

JOHN E. AKRIDGE, JR., Southern Household Supply Co., Inc., Knoxville, Tenn. "The Amana Stor-Mor freezer is in a class by itself! Customers love its convenience and fast contact freezing, and we love it because it offers us a greater margin of profit than any other major appliance. With an estimated 15 per cent market saturation, we look forward to record increases in sales and profits."



*PAT POWELL, Sure Appliance and Quali-freeze, Boise, Idaho. "The new Amana Stor-Mor freezer, with its outstanding selling points of beauty, performance, and convenience is a salesman's dream. Customers are quick to appreciate the easy-to-reach shelves of the freezer and the convenient storage space in the Stor-Mor door. We doubled our Amana freezer volume last year, and intend to do it again in 1955."



LARRY RYDER, Wright Electric Co., Elmira, N. Y. "Amana freezers are the number one line in our store. Customers like their many conveniences—the easy-to-reach storage space in the Stor-Mor door, and the fast freezing shelves. People are buying the freezer-food plan at reliable stores like ours—in the past 60 days our sales have jumped 200 per cent over the same period last year. There's a bright outlook for future freezer sales."



ARCHIE JONES, Appliance Retailer, Miami, Fla. "The new Amana Stor-Mor freezer is the most beautiful and eye-catching appliance on my floor, and literally 'sells itself.' It offers more profit than any other appliance in our store. Sales for 1954 were 500 per cent ahead of the previous year and we look forward to continuing rapid growth of our Amana freezer and food plan department."



*Here is how you can be an **Amana** dealer!*

Amana
FREEZERS
AIR CONDITIONERS

*"Backed by a Century-old Tradition
of Fine Craftsmanship"*

If you would like an Amana Dealer Franchise, and feel that you are qualified, we warmly invite your application. For we are always glad to franchise sound, reputable dealers who are interested in doing business in the Amana tradition of quality, honesty, and integrity. A tradition which, incidentally, pays off in continuing full profit. Just mail the coupon today. You'll be happy to be part of Amana.

Amana Refrigeration, Inc., Amana 16, Iowa

Gentlemen: Please send me information on how I can get an Amana Franchise. I am interested in:

☐ Freezers ☐ Air Conditioners ☐ Both

Name _____

Address _____

City _____ Zone _____ State _____



MAGNAVOX Color TV

The Magnavox Co.,
Ft. Wayne, 4, Ind.

Device: Magnavox "Contemporary" U500K TV receiver with full 21-in. picture.

Selling Features: Automatically regulated 25,000 volt hi voltage system; colors automatically synchronized in proper hue and purity without blur or overlapping; 2 additional controls over usual number for black and white: "Color" control adjusts intensity; "Hue" enables varying of shades of colors; both located at side for stand-up tuning; automatically adjusts to black-and-white reception when color program is over; Magnavox hi-fi audio system includes 10-watt hi-fi amplifier with 4 speakers, two 10-in. heavy duty speakers; two 5-in. hi-fi fri speakers with sound diffusers, all slanted to ear level; tone controls permits "individualized" control of tone quality; removable safety glass; handcrafted, hardwood cabinets in mahogany, oak, cherry, authentic designs; panels; burnished gold ornamentation.



MAGNAVOX TV Sets

The Magnavox Co.,
Ft. Wayne, 4, Ind.

Models: New models: Normandy 24, MV-319R, Windsor 24, MV-321R.

Selling Features: Normandy, full door, French Provincial cabinet, has 24-in. picture and sound system; chromatic optical filter; reflection barrier; aluminized tube; 10-in. hi-fi amplifier with 12-in. bass and 5-in. treble speaker with sound diffusers and accoustical cabinet; controls include loudness control, phono-switch and tone control; concealed casters; antique cherry cabinet.

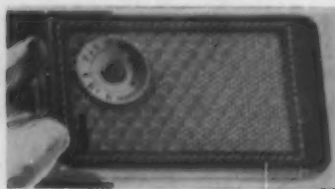
Windsor has 24-in. big screen TV and hi-fi sound system in 18th Century full door console; Magnascope picture system combines an aluminized tube, chromatic optical

NEW PRODUCTS

Television
... and Hi-Fi.

filter and reflection barrier; hi-fi sound system features Magnavox 10-watt amplifier with 12-in. bass speaker, 5 in. hi-fi speaker with sound diffusers; mahogany cabinet with concealed casters.

Prices: \$425 each.



MITCHELL Transistor Radio

Mitchell Mfg. Co.
2525 N. Clybourn Ave.
Chicago, Ill.

Device: Mitchell transistor pocket radio.

Selling Features: Set measures 3x5 in.; about 1-in. thick; weighs 12 oz.; leather shock resistant case to hold radio, in suntan, alligator or antique white; powered by single self-contained hearing-aid-type 22½ volt "B" battery; equipped with 2½" permanent magnet super-dynamic speaker; receives standard broadcast band from 540 to 1600 kc, including Civil Defense stations.

Price: \$49.95.



STROMBERG All-Wave Portable

Stromberg-Carlson
Rochester 3, N. Y.

Model: Stromberg-Carlson's International (AWP-8), all-wave portable radio.

Selling Features: World-wide coverage of standard, special service, foreign and domestic short-wave broadcasts, including "Voice of America." 2-speakers, dual antenna system, vernier tuning, tone control, headphone jack and switch, self retracting power cord reel. Weather-proofed for tropical and marine use; 5 colors: blue, suntan, charcoal, French grey and pastel blue; 11½" high, 17½" wide, and 9¼" deep.

For yachtmen and campers a portable radio, thermometer, hygrometer, aneroid barometer are included. Instruction and radio log book; 5-color time zone world map is plastic-mounted inside cover.

Price: \$179.95; batteries extra.



GENERAL ELECTRIC Clock Radios

General Electric Co.
Electronics Park
Syracuse, N. Y.

Models: 13 clock-radio models in 1956 line.

Selling Features: 8 have vertical printed chassis; 7 colors: mahogany, ivory, red, white gray and pink; two-tone charcoal and gray; two-tone red and white; sleep switch; appliance outlet; phono-jack; buzzer alarm, in all new clock-radios. Two "Calendar" sets, automatically giving the day of week and date; 5 models feature illuminated "Dial Beam"; 5 have luminous clock hands; 2 have "Musa-phonie" sound. 8 models "molded back" cabinet design—plastic cabinet completely enclosed radio.

Prices: From \$14.95 to \$49.95



PILOT Hi-Fi Phono

Pilot Radio Corp.
37-06 36th St.
Long Island City, 1, N. Y.

Device: Pilot hi-fi Ensemble, console phono, PT-1030.

Selling Features: Contains Pilotone AA-903, 10 watt hi-fi amplifier, with pre-amplifier, 5-position equalizer and tone controls; ensemble speaker system consists of a baffled, 3 way, 4 speaker system with individual level setting controls for Bass and Mid-range speakers; Garrard RC-80, 3-speed record changer, GE dual sapphire magnetic pickup; 3 inputs for tuner, tape recorder, and TV set; front panel selector switch; tape input terminals for making recordings direct from the ensemble; auxiliary speaker system can be connected; control panel switch selects internal or external speaker systems; third position on switch makes it possible to use both speaker systems simultaneously; mahogany or limed oak cabinet with casters.

Prices: Mahogany \$289.50, oak \$299.50.



SYLVANIA Hi-Fi Phonos

Sylvania Electric Products Inc.,
Radio & TV Div.,
254 Rano St.,
Buffalo, N. Y.

Device: Sylvania hi-fi table and console model phonos.

Selling Features: Both models have special doors to aim sound and create illusion of "surround sound" anywhere in room; speakers include an 8 in. woofer in table model and a 10-in. woofer in console; front-mounted for bass tones; and dual 4-in. hi-fi tweeters for higher register tones; 40-20,000 cps frequency response; an adapter for 45 rpm records; flip-over crystal cartridge with sapphire-tipped styli; grill cloth backed with plastic.



MASCO Intercom

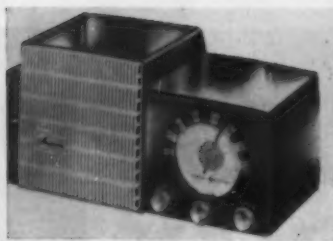
Mark Simpson Mfg. Co., Inc.
32-28 49th St.
Long Island City 3, N. Y.

Device: Masco Musicom dual purpose flush-mounting intercom and radio distribution system.

Selling Features: Provides intercommunication for a combination of up to 7 master and remote units and music distribution throughout system by means of flush-mounted radio connected to any master.

Master station FM-6 and companion AMF AM radio are available for built-in flush mounting; master station PM-6 and AMP AM radio are available for portable plug-in table-top or wall-hanging use; flush or surface mounted, it may be added for use with existing systems, also suitable for: master-to-remote system; all-master system; or intermixed system of masters and remotes.

Private conversations may be held on private remote stations; non-private remotes can reply to calls without operating switch; privacy of remotes is optional; "dictate" position on master talk-listen switch permits use of master as listening post. Masters have on-off pilot light; ac-dc.



GENERAL ELECTRIC Table Radios

General Electric Co.
Electronics Park
Syracuse, N. Y.
Models: 14 table models in 1956 line.

Selling Features: 4 models use vertical chassis, 7 are "Musaphonic" models; an on-off "push-pull" volume control switch, in all but 4 models; 3 "Musaphonics" have 2-position controls to regulate bass and treble tones; deluxe table model, with 5 tubes and rectifier, with "Musaphonic" features, has local-distance switch for cutting down noise level when listening to nearby stations.

Prices: \$14.95 to \$39.95



RCA-VICTOR Phono

RCA Victor Radio and
"Victrola" Div.
Radio Corporation of America
Camden, N. J.

Device: 3-speed single-play portable phonograph (Model 6EMP2).

Selling Features: Twin stylus pick-up with flipover level to change from 45 and 33 1/3 rpm to 78 rpm records; operates on AC with 1 tube and 1 rectifier; speaker and 3 controls mounted on the motor-board; special 45 center disk part of turntable, can be lowered for other speeds; simulated tan leather with matching piping, or simulated 2-tone leather with contrasting checked fabric trim.

Price: \$29.95



DEKAMIX Hi-Fi Record Changer

Ercona Corp.
Electronic Division
551 Fifth Ave.
New York, N. Y.

Device: Dekamix automatic record changer employing the features

NEW PRODUCTS Radios Changers, Recorders

generally found in higher priced units. Audiofile net, \$44.95 with 2 pick-up shells.

Selling Features: Intermixing for standard and microgroove records of 33 1/3, 45, 78 rpm., in 12", 10" and 7" sizes; single control knob for start, stop or reject; stops automatically after last record; tone arm returns to rest; anti-magnetic metal turntable covered with rubber; crystal cartridge pickup with 2 sapphire needles, turnover type, in plug in head accepts standard magnetic cartridges; velocity trip motor switch; muting switch for pick-up cartridge during changing cycle; 4 pole asynchronous motor; also available for d.c. and 6 volts on special order.

Price: \$49.95, with crystal pick up.



DYNAXOX Phonos

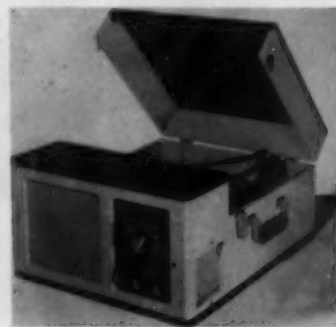
Dynavox Corporation
Long Island City, N. Y.

Models: Dynavox 1956 phono line includes hi-fi portables, radio-phono comb., automatic phonographs, single and 3-speed portables, and transcription record players.

Selling Features: No. 400C (illustrated) is a 3-speed radio-phonograph compact, self-contained unit with 5 tube superhet 2 I.F. transformers; built-in loop antenna.

Phono features include: ceramic cartridge with permanent needle for 3 speeds; plays all size records -7", 10" and 12"-with lid closed; variable volume control; duPont fabricoid covered case in 3 colors.

Price: No. 400C \$44.95



B & R Radio-Phono

B & R Electronics Co.
New York, N. Y.

Device: B & R 2-speaker automatic portable radio-phono, AR-360.

Selling Features: 3-speed combination includes 5-tube superhet radio, VM automatic changer that plays all size records all speeds, with intermix and slumber switch.

2-speaker network consists of a 6" double range hi-fi speaker and a 4" speaker. Turnover cartridge with 2 needles; plays all sizes with lid closed; radio has built-in loop antenna for distant signals; green cabinet, linen trim, gold grilles.

Price: \$69.95



VM Record-Player

V-M Corporation
Benton Harbor, Mich.

Device: "Fidelis" console, 565.

Selling Features: Dual bass reflex chamber, heavy duty extended range speaker system (1 12" woofer, 1 4" tweeter) provides dispersion of all frequencies from 40 to above 15,000 cps.; powerful push-pull amplifier provides 500% reserve power over average living room needs; also equal hearing loudness over the entire audio spectrum.

Auxiliary input permits playing AM or AM-FM radio, TV tuner or tape recorder through speaker system; cabinet space provided for hi-fi tuner; auxiliary output with 8 ohms impedance is provided for deluxe external speakers, Lazy-Lite to reject records without raising lid, and Easylift record support arm for front-loading convenience; blonde and mahogany finishes.

Price: \$199.95



RMS Intercom

Radio Merchandise Sales, Inc.
2016 Bronxdale Ave.
New York 62, N. Y.

Device: "Double Talk" 2-station Intercom system.

Selling Features: Master unit, a 4" Alinco speaker, 3 tubes in mahogany Bakelite cabinet; contains on-off and volume control switch, and press-to-talk switch.

Remote Bakelite cabinet has easy-to-reach continuous talk switch for baby sitting, etc; push-

button selector switch is provided for 3rd remote station.

Prices: DT-100 mahogany 2-station intercom; remote 50 ft. of wire, \$29.95; IDT-100 same in ivory \$32.45; with extra remote unit in desired color \$9.95.



V-M Tape Recorder

V-M Corporation
Benton Harbor, Mich.

Device: V-M No. 700 Tapeomatic.

Selling Features: Dual track can be used as a P-A system, as well as pick up from radio, TV, phonograph or any other sound source. Gold expanded metal speaker grill, scuff and water resistant, duo-tone gray, streamlined case; precision tape index timer; hi-fi dual speaker system; "record ready" light; automatic shut-off; monitor switch; pause button; multi-purpose dual input jacks; dual output jacks; professional-quality microphone; 7 1/2 and 3 1/2 tape speeds control, volume level control, individual bass and treble controls; record "safety" switch; weighs 30 lbs.; 17" reel of tape, an empty 7" reel; special phono adapter plug, radio patch cord and 8 ft. AC cord are included.

Price: \$179.95

FME Tape Recorder

Federal Mfg. & Eng. Corp.
Brooklyn, N. Y.

Selling Features: Complete with ceramic microphone, tape reel, take-up reel, detachable power cord, patch cord; reversible automatic counter; additional output jack for monitoring or hi-fi amplification; improved 1-hand selector lever for fast switch from fast forward to pause to play and record; \$3.50 patch cord with built-in resistance matched to recorder.

Operates at 50-12,000 CPS; plays at 3 1/2 or 7 1/2 IPS; dual track system, single knob control, separate volume and tone controls; has less than 0.5% wow; fast forward and rewind; a radio-phono input jack; erase safety lock; straight in-line threading, power pilot light; 3 hr. maximum playing time with the new, thinner tapes.

Price: \$159.50

Briefs

Masco Inc., St. Louis, announces a new TV cart No. 50KD, also a new line of "Moderne" TV tables that fit any modern TV set; all available in black satin finish or brass plated, and with or without top shelf.

CONFIDENCE MAN



Appliance dealers don't keep secrets from Howard Emerson. They tell him what they are doing, how they are doing it, why they are doing it . . . and show him their books.

From a dealer that's an all-out vote of confidence. They give it to Howard Emerson because he merits it. When he walks out of a dealer's store with the material for an ELECTRICAL MERCHANDISING article he knows just about all there is to know about that operation. And, often enough, the dealer himself has discovered something about his own business that he didn't know before.

You can respect a guy who understands your business and interprets it in a way that's helpful to you and the whole retailing fraternity . . . but that's Howard Emerson's job. He is ELECTRICAL MERCHANDISING's Pacific Coast Editor.

Howard believes that pictures help readers absorb valuable marketing ideas quickly. He helps dealers live through a promotion with facts which he translates into pictures. Howard shows, with a series of dramatic story-telling pictures, how a sales idea worked for one dealer . . . and his pictures are more than snap shots. He is an expert photographer with a real knowledge of merchandising and marketing.

Trained as a journalist and economist, Howard has an MBA in Marketing. He rounded out his academic merchandising knowledge as a New York University School of Commerce faculty member. Perhaps this training helped him develop his knack of getting at the heart of a merchandising idea. He tears it apart to examine it and then translates the idea into something which comes alive to readers. Dealers looking over his shoulder see the parts fall into place and recognize a promotion they can use profitably in their own business.

Up and down the West Coast top dealers and distributors know him as a merchandising authority. This is easy to understand. After nineteen years in the electrical publishing field with McGraw-Hill he talks a dealer's language. He ferrets out the angles which other dealers will want to know about any promotion. Such detective work has resulted in all kinds of kudos. Industrial Marketing's Editorial Achievement Competition judged Howard Emerson's Trade-In Report as the Best Single Article to appear in a merchandising publication during 1954.

But producing articles that win awards is hard, time-consuming work. Howard traveled almost 7,000 miles and asked thousands of questions to get his Trade-In photostudy material. It took three months. He talked to scores of people at all industry levels who had tough trade-in problems. He took over 300

individual photos to show how these men turn trade-in losses into trade-in profits. But he had to produce and write the article too.

Emerson's 27 page Report on Trade-Ins was a well-defined, easy-to-read story. The story, almost told by the pictures alone, was sharpened up and made stronger by well-written captions. Because dealers opened up their books for him the whole job was thoroughly documented. No wonder dealers had confidence in Emerson's report.

But manufacturers have confidence that he knows his stuff too. One of them flew Howard Emerson 2,000 miles and back to talk for thirty minutes at a dealer meeting on "How to Make a Profit on TV." This manufacturer and thousands of dealers and distributors had read Howard's feature on selling TV sets when selling them was especially tough. They recognized its worth.

One of the first picture sequence stories ever to appear in a business publication was one of Howard Emerson's. Today, years later, with so many ELECTRICAL MERCHANDISING photostudies behind him, Howard Emerson regards himself as "a guy with a camera and a merchandising mind." Other editors go further . . . they rank him as one of the country's outstanding business field editors. They recognize his unusual combination of editorial ability, technical training and merchandising experience. Such talent allows ELECTRICAL MERCHANDISING to use a wealth of pictures . . . the kind that sells *selling* best.

Howard Emerson and all of the other ELECTRICAL MERCHANDISING Field Editors work hard to keep up with the constantly changing industry picture. Top retailers and wholesalers demonstrate their confidence in the publication's ability to produce. More of them buy ELECTRICAL MERCHANDISING than any other publication serving the appliance-radio-TV Industry. It helps them sell.

Hard working editors pack every issue of ELECTRICAL MERCHANDISING with practical, proven, money-making sales ideas. A lot of effort goes into each issue. Dealers and distributors get a lot out of it. That's why it is so effective as an advertising medium. It can help *you sell your product*.

Dealers find ELECTRICAL MERCHANDISING to be their most useful publication for sales ideas. They are twice as likely to pick up ELECTRICAL MERCHANDISING purposely to read the ads than the field's second publication. The lesson is clear. Use ELECTRICAL MERCHANDISING regularly to advertise your line. Your advertising dollar will go a lot further in ELECTRICAL MERCHANDISING toward building sales and cutting costs.



A MCGRAW-HILL PUBLICATION 330 WEST 42ND STREET NEW YORK 36, N. Y.

alone

will

cover the market **alone**

News about the all-new, brand-new 1956 Bendix TV line...

...sold 120 BENDIX TV sets in 8 days!

HOME SUPPLY CO., COLUMBUS, GA.

"Our sales of the new Bendix TV sets climbed to 120 in eight days," writes Jack Skinner, owner of the Home Supply Company. And he continues, "I anticipate moving another hundred sets within the next thirty days. This is an all-time record for anything I've ever sold since I've been in business. I have never seen such customer enthusiasm and

acceptance. Without a doubt, the new Bendix line is the best thing that's ever happened to TV."

This happened in Columbus, Georgia. It can happen in your town. Let us show you how. Write the factory direct or contact your local Bendix distributor for the complete Bendix® TV story.

*Reg. U. S. Pat. Off.

YOU CAN GET THE SAME RESULTS WITH

TV's TOP TEN by *Bendix*

Here's the line that's designed with the dealer and distributor in mind. It's profit-planned anyway you look at it. Two Great Chassis, Ten Great Models—the short line with the long profit. Top Quality Sets with Realistic Pricing—every set priced under \$300. Local Bank Operated Bendixplan—you get full sales price immediately—no holdback, no recourse. Logical Price Step-Ups—make selling-up easier than ever... with features you can demonstrate. Profits You Keep—Bendix superior quality keeps service costs at a minimum.

Headlining the new 1956 Bendix TV line is this Giant 21" Dyna-Jet. It has three companion models with easy-to-sell features that make step-up selling a cinch. What's more, all consoles in the Bendix line are convertible to tapered legs, caster legs or swivel bases. You don't have to stock 3 different models to satisfy customers. With Bendix TV, one console model does the job of three!



Model T2100E, Ebony.
Base extra. Prices slightly higher
in the South and West.



Bendix Television



PRODUCT OF BENDIX AVIATION CORPORATION • BALTIMORE 4, MARYLAND

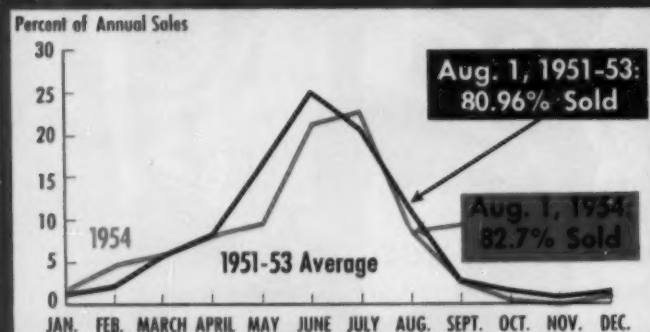
TRADE REPORT



R. P. HARRISON

News Editor

THE PAST



THE FUTURE

August Weather:

In Central Plains and Great Lakes:
Far Above Normal

In the Southeast and Far West:
From Average to Below Normal

In All Other Sections:
Above Normal

Air Conditioners

At the Three-Quarter Mark, A Look Ahead

- That July hot spell slashed excess inventories
- Strong August, better than normal September is predicted by air conditioner manufacturers
- Pollen and more heat, plus year-round selling philosophy, seen aiding late season sales

The Fourth of July was hot as a firecracker. It sent air conditioner sales skyrocketing.

"We broke all records."

"We're out of nearly every model."

"It's been the best year ever."

Those were a few of the exultant comments of manufacturers, dealers and distributors late last month. Everyone seemed to agree that the air conditioner industry was as healthy as it's ever been.

With a good early-July hot spell under its belt, the industry was seeing the bottom of its stockpile for the first time in over a year. While prices were as fluid as summer syrup, dealers did make money. And they can look a little more confidently to late season sales.

How It Happened. As ELECTRICAL MERCHANDISING reported in its May Trade Report, early sales were good this year. George S. Jones, director of the Air Conditioning and Refrigeration

Institute, estimates that retail sales for the first three months of 1955 were 30 percent above 1954.

April, too, was about 30 percent up, Jones estimates. May was not 30 percent up, but it was still well ahead of May 1954. While complete figures for June are still unavailable, early returns indicate the month was slightly below June 1954 activity.

The ARI estimates that sales for the first five months were between 16 and 18 percent ahead of 1954. June figures would cut this percentage, but if the first two weeks of July are included, the six and a half month total would be "well ahead" of 1954, Jones says.

Prices Jumped. Early season prices, of course, were trimmed to the bone. Most of the units moved during the first four months were 1954 coolers. And they were offered at prices that would attract customers.

When June rolled in, the industry was feeling fairly confident. Early sales had skimmed off a huge chunk of the carry-over inventory. Dealers were ordering carefully and the price situation didn't look as bad as the pessimists had predicted last fall.

June, however, turned out to be a cooler-than-normal month for most of the nation. Shipments slowed and by the end of the month a certain amount of price panic was spreading.

Then The Fourth. Starting on the Fourth of July weekend, however, the temperature began to rise. And air conditioner sales rose right with it.

In the four-day week after the holiday, one New York distributor received 5300 orders. Even when the weather cooled slightly, orders continued at around 460 a day. "And that ain't hay," commented the happy distributor.

Several distributors across the country reported shortages, most of them had trouble keeping up with the sudden volume. Dealers, too, found they just couldn't deliver the air conditioners fast enough.

During the heat wave, prices firmed up. The last of the 1954 merchandise was cleaned up. As one manufacturer put it, "The only '54 stuff left is the 'advertised special' that's tacked to the floor."

At least two major manufacturers reported that early July sales jumped 50 percent over July of 1954. Sales

were up wherever it was hot, and, as another manufacturer said, "It was hot every place except the Pacific northwest. And we never sell well there anyway."

No New Production. While distributor and factory inventories were "sharply depleted" there was no move to start more production. Most companies had completed their 1955 run by July and only a few firms indicated that they would prolong production because of the mid-season heat.

What's ahead? As a result of the hand-to-mouth buying this year and the heavy July sales, one manufacturer is flatly predicting "a shortage by the second week in August."

Most manufacturers aren't worried about any acute shortage, however, except possibly in certain models. They agree another extended heat wave could create a clean sweep. But most of them are just looking forward to "continued good sales."

Normally, as the chart above shows, 80 percent of the year's business is done by August 1. This year, because of strong early sales, a higher percentage of business may already be on the books.

However, some industry experts feel that this year has opened the door to year-round selling—which will even boost fall sales.

"In some places, a million and a quarter dollars worth of business turned over last January," one pro-

Sales are **HOT** in our



Magic Chef captures those "early bird" profits with traffic like this on sales floors all over the country. A line of *Magic Chef* heaters, backed by promotion, will put you a jump ahead in selling the season's first shoppers.



HERE'S HOW a Retailer gets HOT on HEATERS—



NOTHING BEATS THE BEST PRODUCT. *Magic Chef* has built-in quality and performance that pays off when you tell the story. Cuts service calls, too.



CUSTOMERS KNOW THE NAME "Magic Chef" Why sell an unknown? There are 50 years' of promotion behind the *Magic Chef* name.



BLOWER DEMONSTRATIONS PAY OFF. People want to see and feel what a heater will do. A *Magic Chef* blower in operation is your best salesman.

ENTER THE MAGIC CHEF "MAGIC KEY" CONTEST. Nothing to do—nothing to buy. Win a new Golden **FORD THUNDERBIRD** or one of many other valuable prizes! For complete rules see entry blank.



BIG things are happening at

HEATER Department



HERE NOW...the hottest line of Space Heaters, backed by the 'Scorchiest' promotion yet!

It's *Magic Chef* "Early Bird" time. Your chance to offer a \$29.95 automatic blower for only \$4.95. A saving of \$25.00 to your customers. And *Magic Chef* retailers already are seeing sales catch fire. It's easy to understand. Nothing beats the product with a quality reputation, backed by the right promotion at the right time.

Everybody knows *Magic Chef*. *Magic Chef*, the name that put 7,000,000 ranges in American kitchens, can help you put heaters in the living room. You'll cash in on the millions of dollars that have been spent in the last fifty years advertising the *Magic Chef* name.

But *Magic Chef* is more than just a name. It's the most imitated space heater design in the business... America's most beautiful heater, with TV styling and exclusive "color harmony." It's the industry's most complete line, too, priced to give *real* value.

So turn on the heat! Sell "automatic." Stress the convenience and efficiency of a blower and a thermostat. Use the *Magic Chef* package promotion blower deal. Get the jump in your community... and get those "early bird" profits. You're bound to, when you're selling the "One and Only" *Magic Chef*.



SELL UP...AND SELL MORE. Extra profits come from selling up. The *Magic Chef* line offers every needed size and priced model you need.



SELL AUTOMATIC COMFORT. A blower and a thermostat mean convenience that can clinch the sale, make a happier customer... and extra profit.



ADVERTISE AND PROMOTE. Take advantage of the *Magic Chef* package promotions and co-op ad program. They're tailored to move space heaters for you.

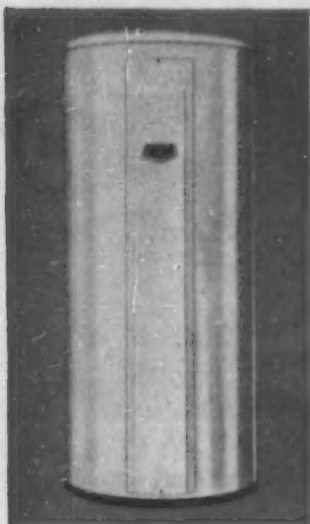
Magic Chef!

MAGIC CHEF, INC., ST. LOUIS 10, MISSOURI

STATE... the new star in water heaters...

Offers a Revolutionary 3 point Sales Plan
which gives you less inventory — greater profits.

No matter what line of electric or gas water heaters you sell,
weigh it against the profit possibilities of this State 3 point plan:



1. A crisp \$10.00 bill for any heater replaced within the warranty period.
2. A unique, inventory reducing "10 Year Pac" which enables you to convert standard models to 10-year guarantees without duplicate inventories.
3. A one year free "Service Policy" on the entire heater.

Add to this a full line of deluxe and standard heaters, gas and electric, available in both glass and hot dipped galvanized lined tanks, and you have a water heater line to set the sales pace in any market. For full details and prices, write, wire or fill out the coupon below.

Also available in Standard or Deluxe Table Top, Lo-Boy and Corner Models with either glass lined or hot dipped galvanized tanks.

Another State Profit Maker...

GAS AND ELECTRIC BUILT IN
COOKING UNITS IN COLORS,
STAINLESS STEEL OR COPPER.



Be sure to ask for prices and specifications on the fastest growing units in the appliance field



Available in Standard or Deluxe models, three capacities and choice of glass lined or hot dipped galvanized tanks.

STATE STOVE & MANUFACTURING CO.
809 25th Ave., No., Nashville, Tennessee

Please rush full information on ☐ Electric Water Heaters ☐ Gas Water Heaters
☐ Electric and Gas Built in Cooking Units.

NAME _____

ADDRESS _____

CITY & STATE _____

*Distributorships
still open in a
few markets.
Call or wire for
full information*



HEAT BOOM PRODUCES TRAFFIC JAM: Dealer trucks jam the streets outside a warehouse of the L & P Electric Co., New York distributors for Fedders air conditioners, as soaring temperatures in the area exhaust dealer stocks.

ducer commented. "Once the dealer discovers there's off-season business like that, he isn't going to throw it away."

While air conditioners will continue to be a seasonal product, some of the old rules do seem to be breaking up. "It used to be an axiom that you couldn't sell an air conditioner after the Fourth of July," said a producer. "This year, I haven't heard a soul make that comment. They also used to say you couldn't sell them before May. And look what we did this year."

Pollen Appeal. One manufacturer concluded that "August will hold up strong and September will be better than usual." Another manufacturer pointed to the assistance air conditioners will get from the hay fever season. This sales impetus, coupled with the proper weather (see chart on page 183), could spell a very strong close for the already strong season.

Now 1956. With inventories much better than last year, manufacturers and dealers alike are looking optimistically to 1956. "Everybody will be pretty well cleaned out this year," one distributor said, "And next year should be truly tremendous."

F-T Upheld In Pa.

Validity of Pennsylvania's Fair Trade Act of 1935 has been upheld in a decision by the state's Supreme Court upholding a lower court decision in favor of General Electric Co.

The test suit was brought in 1952 by the Burche Co., Harrisburg, Pa. furniture dealer. The firm sold G-E appliances at prices below those stipulated by the manufacturer under fair trade agreements with other retailers. The Harrisburg firm was a "non-signing retailer."

Trade sources expect the court decision will give new impetus to drives now being conducted throughout the State by appliance dealers against discount houses and retailers selling standard brand items below list.

Scheduled Meetings

NATESA CONVENTION

Morrison Hotel, Chicago
August 19-21

WESTERN ELECTRONIC SHOW & CONVENTION

Civic Auditorium,
San Francisco, Cal.
August 24-26

NATIONAL ASSN. OF ELECTRICAL DISTRIBUTORS

Pacific Zone, Annual Convention
Empress Hotel, Victoria, B. C.
September 25-28

HIGH FIDELITY SHOW

Palmer House, Chicago, Ill.
September 30-October 2

INT'L ASSN. OF ELECTRICAL LEAGUES

20th Annual Conference
Toronto, Ont.
October 5-6

AUDIO FAIR

Hotel New Yorker, New York
October 12-15

PORCELAIN ENAMEL INSTITUTE

24th Annual Meeting
The Greenbrier, White Sulphur
Springs, W. Va.
October 26-28

NATIONAL ELECTRICAL MFRS. ASSN.

Annual Meeting
Traymore Hotel,
Atlantic City, N. J.
November 14-18

AIR CONDITIONING & REFRIG- ERATION EXPOSITION

Atlantic City, N. J.
November 28-December 1



Don't be left holding the bag

The TV business doesn't have to be a rat race...you don't have to struggle along with big dollar volume and "penny" profits. Not when you have the clean, "brand name" line with more than 20 years of public acceptance and prestige

...the line that gives you the big discounts...the line that offers you the plus that will win the big profit sales in today's hottest market. There's only one TV line that offers you all this...right when you need it most!

Hallicrafters

MULTI-POWER TV

hallicrafters

COLOR TV

—at a price that makes sense—and sales!

Full-Color—with a 21" picture! 40-tube performance. Automatic Chroma Control for color contrast; Automatic Gain Control for black-and-white contrast. Hi-Level Demodulator Circuit for dependable color synchronization. Special "noise-gated" separator reduces picture interference. Dual speakers for full sound fidelity. Vertical Chassis—21-inch screen. Operates on 25 tubes (13 of which are Multi-Purpose tubes performing 27 tube functions) plus 2 selenium rectifiers and picture tube. All-channel tuning. 32 $\frac{1}{2}$ " wide, 37 $\frac{3}{4}$ " high, 27 $\frac{3}{4}$ " deep.



21CK801M—Rich, polished mahogany UHF/VHF
21CK801B—Smart, modern blond UHF/VHF

hallicrafters leads them all!



17" Table Model. 22-tube performance. VHF operates on 11 tubes (6 of which are Multi-Purpose tubes performing 12 tube functions) plus selenium rectifier, high voltage rectifier and picture tube. Safety-glass screen. Side tuning controls. 17-inch picture. 18 $\frac{1}{2}$ " wide, 14 $\frac{1}{2}$ " high, 19 $\frac{1}{4}$ " deep.

to list at **\$99⁹⁵**

17TS700M—Mahogany texture-finish, VHF
17TS710T—2-tone sand texture-finish, VHF—Complete with wrought iron legs



21" Powertronic Console. 23-tube performance. Aluminized picture tube. Side controls for easy tuning. VHF can be "strip" converted for UHF. Model 21K340MA has Optic-filter safety glass; Automatic Gain Control. 23 $\frac{1}{2}$ " wide, 35 $\frac{1}{2}$ " high, 20 $\frac{1}{2}$ " deep.

21K340MA VHF or 21K341M UHF/VHF—Mahogany 21K341B UHF/VHF—Blond.



21" Powertronic Console. 23-tube performance. Aluminized picture tube. Clean, modern design. Side controls; can be "strip" converted for UHF. All models have built-in antenna. Model 21K330MA has Optic-filter safety glass and Automatic Gain Control. 23 $\frac{1}{2}$ " wide, 35 $\frac{1}{2}$ " high, 20 $\frac{1}{2}$ " deep.

21K330MA VHF or 21K331M UHF/VHF—Mahogany. 21K331B UHF/VHF—Blond.



21" Stratarama Console. 23-tube performance. Aluminized picture tube. Optic-filter safety glass screen. 3-position distance control. Cascade tuner. 25 $\frac{1}{2}$ " wide, 36 $\frac{1}{2}$ " high, 21 $\frac{1}{2}$ " deep.

21K370M VHF—Mahogany or 21K371M UHF/VHF—Mahogany.



21" Table Model. 22-tube performance. Aluminized picture tube. Convenient side controls; powerful long range tuner. 18 $\frac{1}{2}$ " high, 23 $\frac{1}{2}$ " wide, 20 $\frac{1}{2}$ " deep.

21T440M VHF or 21T441M UHF/VHF—Mahogany. 21T440B VHF or 21T441B UHF/VHF—Blond. Available in Mahogany Rustol—Model 21T440M VHF



21" Telerama Table Model. 23-tube performance. Aluminized picture tube; Optic-filter safety glass screen. Convenient side controls. 3-position distance control. 25 $\frac{1}{2}$ " wide, 36 $\frac{1}{2}$ " high, 21 $\frac{1}{2}$ " deep.

21T420M VHF or 21T421M UHF/VHF—Mahogany. 21T421B UHF/VHF—Blond.



24" Stratarama Console. 23-tube performance. VHF operates on 14 tubes (8 of which are Multi-Purpose tubes performing 16 tube functions) plus 2 selenium rectifiers and picture tube. Aluminized picture tube; Optic-filter safety glass. 3-position "local-distance" control. Cascade tuner; Dual speakers. 28" wide, 38 $\frac{1}{2}$ " high, 21" deep.

24K480M VHF or 24K481M UHF/VHF—Mahogany. 24K480B VHF or 24K481B UHF/VHF—Blond.



21" Console. 27-tube performance. VHF operates on 16 tubes including one tube rectifier (9 of which are Multi-Purpose tubes performing 19 tube functions) plus 2 selenium rectifiers and picture tube. Aluminized picture tube; Optic-filter safety glass. 2-position "local-distance" control. Dual speakers. Available with UHF/VHF Cascade tuner; VHF models may be "strip" converted for UHF. 24-1/16" wide, 37" high, 20 $\frac{1}{2}$ " deep.

21KF520B VHF or 21KF521B UHF/VHF—Modern Blond.



24" Table Model. 22-tube performance. Aluminized picture tube; Safety glass screen, convenient side controls. Built-in antenna. 24-inch screen VHF. 21 $\frac{1}{2}$ " wide, 25 $\frac{1}{2}$ " high, 27 $\frac{3}{4}$ " deep.

24T450M VHF—Mahogany or 24T450B VHF—Blond.



21" Stratarama Table Model. 23-tube performance. Aluminized picture tube; Optic-filter safety glass screen. 3-position distance control. Cascade tuner. 23 $\frac{1}{2}$ " wide, 21 $\frac{1}{2}$ " high, 20 $\frac{1}{2}$ " deep.

21T360M VHF or 21T361M UHF/VHF—Mahogany. 21T360B—Blond.



24" Table Model. 22-tube performance. Aluminized picture tube; Optic-filter safety glass to reduce reflections. 2-position "local-distance" control. Built-in antenna. 25 $\frac{1}{2}$ " wide, 21 $\frac{1}{2}$ " high, 27 $\frac{3}{4}$ " deep.

24T430M VHF—Rich mahogany finish.



24" Table Model. 23-tube performance. Aluminized picture tube. Available with powerful, all-channel UHF/VHF Cascade tuner; controls mounted at side. VHF models may be "strip" converted for UHF. Vertical chassis. 24-inch picture. 25 $\frac{1}{2}$ " wide, 21 $\frac{1}{2}$ " high, 21 $\frac{1}{2}$ " deep.

24TS610M VHF or 24TS611M UHF/VHF—richly grained mahogany. 24TS610B VHF or 24TS611B UHF/VHF—modern blond finish.

Make your profit picture complete with Hallicrafters **RADIO**



World-Wide® 3-Way Portable. Covers Standard Band (540-1600 kc.), 6 short wave bands (1.8-3.9, 14.62-15.7, 17.32-18.2, 9.22-10.3, 3.9-8.0, 11.42-12.3 Mcs.), plus Hallicrafters Special Long Wave Beacon Band (180-400 kc.). 5 tubes plus rectifier. Three separate antenna systems. 4 controls. 117v. AC/DC or battery. Panoramic Dial. Size: 17" x 10 1/4" x 7 1/4" deep. Ginger brown leatherette. Model TW-2000.



World-Wide® 3-Way Portable, Model TW-1000. Same chassis as TW-2000. Cabinet covered in blue leatherette with chrome trim.

Plenty of promotion to help you
pile up **PROFITS**

National advertising in the "name" magazines...local advertising in newspapers...outdoor posters...special promotions at special seasons, all geared to your sales level! Hallicrafters is putting full steam behind your sales efforts now! Make sure you are in the TV profit picture this year. Get the full story...the full "markup," from Hallicrafters.

see **hear** see **hallicrafters** Chicago 24



"El Gaucho" Portable Radio. Covered with genuine saddle-stitched top-grain leather. 4 tubes, plus selenium rectifier. 120 v., AC/DC or battery. 6 1/4" x 9 3/4" x 3 1/4" deep. Model TW-100, British Tan Leather. Model TW-101, Cordovan Leather. Model TW-102, Champagne Leather.



High Fidelity Stereo Sound System. Includes 8-tube stereo receiver with the world's most sensitive tone controls, "bass" and "treble" controls, "loudness" control, and "balance" control. Also includes 8-tube stereo amplifier with the world's most sensitive tone controls, "bass" and "treble" controls, "loudness" control, and "balance" control. Also includes 8-tube stereo amplifier with the world's most sensitive tone controls, "bass" and "treble" controls, "loudness" control, and "balance" control.



High Fidelity Stereo Sound System. Includes 8-tube stereo receiver with the world's most sensitive tone controls, "bass" and "treble" controls, "loudness" control, and "balance" control. Also includes 8-tube stereo amplifier with the world's most sensitive tone controls, "bass" and "treble" controls, "loudness" control, and "balance" control.



Standard Broadcast Band Receiver. 5-tube AC or battery. 4 tubes plus rectifier, powerful 8" speaker. High impedance input antenna, convenient for external antenna. Operates on 117-120 volt AC and 50-60 cycle AC. Also operates on 117-120 volt DC. Size: 10 1/2" x 10 1/2" x 3 1/2" deep. Model TW-100, British Tan Leather. Model TW-101, Cordovan Leather. Model TW-102, Champagne Leather.



3-Way Portable Radio. Four bands: 540-1600 kc., Standard Broadcast, 1.8-3.9 Mcs., 14.62-15.7 Mcs., and 17.32-18.2 Mcs. Short wave bands, and Hallicrafters Long Wave Beacon Band (180-400 kc.). 5 tubes plus rectifier. 117v. AC/DC or battery. Panoramic Dial. 4 controls. 117v. AC/DC or battery. Size: 17" x 10 1/4" x 7 1/4" deep. Model TW-2000, Ginger brown leatherette. Model TW-1000, blue leatherette with chrome trim.



"Continental" Portable Radio. AM and Short Wave reception. 4-tube receiver. Standard Broadcast Band (535-1625 kc.), Short Wave covers 5.8 to 18.3 Mcs. band. Panoramic Dial. 4 tubes plus rectifier. British tan leather. Saddle horn antenna. Operates on 117v. AC/DC or battery. Size: 10 1/2" x 10 1/2" x 3 1/2" deep. Model TW-100, British Tan Leather. Model TW-101, Cordovan Leather. Model TW-102, Champagne Leather.

Loss Leading with Life



UNIQUE ANSWER to "Life's" recent editorial attack on Fair Trade was provided by Toastmaster at the Atlantic City Housewares Show when the firm put on sale daily 100 copies of the magazine for a nickel apiece. Toastmaster vice-president W. E. O'Brien pointed out that the newsstand price of "Life" was fixed at 20 cents and that the magazine's editorial writers were in conflict with the magazine's management "which has established a resale price and strictly enforces that price."

Sales Climb

Appliance firms reporting increased 1955 sales last month included Toastmaster, Kelvinator, Hoover and Jacobsen Mfg. Co.

Toastmaster boasted a 54 percent increase in dollar volume for the first four months of 1955. W. E. O'Brien, vice president of Toastmaster Products division, McGraw Electric Co., said unit sales were 62 percent ahead of the first quarter of 1954.

Kelvinator sales are 25 percent ahead for the first eight months of the 1954-55 fiscal year. Walter Jeffrey, vice president in charge of sales, said billings for May alone were 40 percent greater than in May, 1954.

Hoover Co. reports sales in May were 30 percent ahead of last year and topped all previous single month records. Sales for the first five months of 1955 were up 24.6 percent.

Jacobsen Mfg. Co., producer of power lawn mowers, announced that sales for the first three quarters of fiscal 1955 were up 16 percent.

Switch To Electric

Chambers Ranges, Inc., half-century-old manufacturer of gas ranges, has introduced a line of electric cooking units.

The "flight to the suburbs" prompted the company to enter the electric field, according to A. H. Scheffer, sales manager of the firm. He said population shifts to suburban areas not presently served by gas mains was the major factor in the move.

The units shown last month were all built-ins, but a free-standing electric range is expected in the fall. The "In-a-Wall" electric oven is in stainless steel and plated antique copper. The "Liftop" surface cooking

unit has front and side panels in either stainless steel or a "copperlux" finish.

Miss Alma Chambers, the firm's home economics director and daughter of John E. Chambers, inventor of the range, said the new oven "cooks with the electricity off" on retained heat. She said the average meal can be cooked with 30 to 40 minutes of electricity.

Contests Catch In Canada

Competition is keen in the TV market north of the border so manufacturers use the old contest spur with some new twists

With some 25 television manufacturers bidding for the Canadian market, competition north of the border is getting stiff.

There are now an estimated 1,500,000 TV sets among Canada's 3,500,000 families and, with only 25 stations on the air, saturation is growing.

As a result, Canadian manufacturers are resorting to dealer contests to spur TV sales.

Currently, two contests are underway and another has recently been completed. Motorola Canada Ltd., with headquarters at Toronto, hopes to beat the summer slump in TV sales with a gift of free life insurance to its 3,500 dealers across Canada. The contest started on June 15, and ends August 31. In brief, for every three television sets a dealer purchases between those dates he receives \$1,000 of life insurance. The insurance remains in effect for one year and is payable to any beneficiary. Plans

RCA and Whirlpool Merge

Appliance divisions of RCA are joined with Seeger and Whirlpool to form new firm; major shuffling of distributors is expected

The industry's longest, most persistent, and most speculative rumor became a fact last month.

The major appliance businesses of Whirlpool Corp., Seeger Refrigerator Co., and RCA are being merged into a multi-million dollar company to be known as Whirlpool-Seeger. Sharing in the ownership of the new firm will be Sears, Roebuck & Co. (whose laundry and refrigeration lines are currently manufactured by Whirlpool and Seeger) and RCA.

The announcement late last month that the merger had been agreed upon "in principle" by the boards of directors of the firms involved left many questions unanswered. Chief speculation centered around the labeling of products to be marketed by Whirlpool-Seeger. It was generally expected that all white goods merchandised by the new firm will be called "RCA-Whirlpool". In a letter to Whirlpool stockholders, president Elisha Gray (who will be president of the new firm) said that RCA will "enter into an agreement covering the use of the RCA trademark in combination with Whirlpool on products of the new company."

Since Whirlpool and RCA now have different distributors in many areas, the merger is expected to touch off a major shuffling of franchises.

Here's how the merger will work:

- Whirlpool-Seeger Corp. will own and operate the businesses now carried on by Seeger and Whirlpool and the stove and air conditioning divisions of RCA. Seeger currently produces Coldspot refrigerators and freezers for Sears. Whirlpool produces the Kenmore laundry line for Sears as well as a Whirlpool line marketed through distributors and dealers. RCA Estate produces gas and electric ranges and RCA markets an air conditioner produced for it by Fedders.

- Sears is currently a stockholder in both Seeger and Whirlpool and will be a stockholder in the new firm, as will RCA. Holdings of RCA and Sears will, however, constitute less than 50 percent of the outstanding stock. The common stock owned by each in excess of 20 percent of the total outstanding will be voted by the president of Whirlpool-Seeger.

- When the transaction has been completed there will be 5,785,000 shares of common stock and 211,000 shares of non-voting preferred stock outstanding. Whirlpool stockholders will get stock in the new firm on a share for share basis. Seeger shareholders get 1 1/2 share of common and 1/4 share of preferred stock in the new firm for each share of their present stock. RCA will get about 1,157,000 shares in "exchange for cash and its stove and air conditioning businesses."

opportunity to small town and large city dealers selling the Westinghouse line. Winning dealers were scheduled to leave their home towns by air about July 20 for Las Vegas.

Probably the most elaborate prize contest was that of Philips Industries Ltd., Toronto, the Canadian branch of the world-wide Philips organization. The contest was aimed at impressing the 2,500 Philips dealers that the company they were dealing with was world-wide in its scope. Philips bought into an existing Canadian company, Rogers-Majestic Ltd., Toronto, about nine years ago, and has been selling both Rogers-Majestic and Philips radio and TV sets. A few years ago it added the Philishave electric razor to its Canadian sales products.

Philips had its first prize contest three years ago, repeated the contest last fall from August to the end of February 1955. It was based on a point system, with a specific number of points for each model sold. Judging was done by the firm's independent auditors, based on records from the various branches throughout Canada. Chief prize was a 14-day all-expense paid trip to Europe by chartered airliner. Forty-two radio-TV dealers qualified along with six Philishave distributors.

To whet the appetite for the contest, dealers received French or Eng-

You can sell more of -when it's "advertised in the Post"!



- Your best customers are Post readers
- They pay more attention to Post advertising
- They have more confidence in Post-advertised products
- You sell them when you tell them, "It's advertised in the Post."

anything



Dealers praise

The Saturday Evening
POST

in Hardware Week success stories

Once again, the biggest retail merchandising event of all, IRHA* Hardware Week, has proved a tremendous success. And once again, it has been promoted solely in The Saturday Evening Post of all consumer magazines. Here is a sampling of the reports from the more than 23,000 irha dealers across the country:

Koubeks Hardware, Berwyn, Ill. "The Post has done a wonderful job... in getting the message to the public."

Lunt & Kelly, Newburyport, Mass. "Sales for the first 3 days show a 57% gain over a year ago. I received one Post promotional kit and asked the association for another. We're sold out on some items already!"

Gardner's Hardware, Minneapolis, Minn. "The promotion in the Post was excellent; it helped build the prestige of the hardware dealer."

No wonder the Post carries more hardware advertising than any other weekly!

*Independent Retail Hardwaremen of America

The Saturday Evening
POST — gets to
the heart of America

PAGE 194



HEAT: Cy Perkins of Silex mops his face as temperatures inside huge Convention Hall soar upward.

In Atlantic City

A "Hot" Housewares Show

Business kept pace with the weather during last month's big show; heavy buying leads to predictions of good business for remainder of year



PRODUCTS: Mike Byrne of Westinghouse makes pitch for a new fry-pan to buyers at the Atlantic City show.



BUSINESS: Show visitors cluster around Roto-Broil's Arthur Bregstein (center) as he explains products and promotion plans for the coming season.

MORE HOUSEWARES SHOW PICTURES ON FOLLOWING PAGE →

POTS . . . PANS and PERSONALITIES



NEW SKILLET is demonstrated for Anthony Scardino of Foley's in Houston by Sheldon Shaffer of Dominion.



ANSWER to question asked by A. Horowitz, right, of Cam Distributing Co., New York, is answered by R. E. Murphy and L. A. Roulter of Sessions during conference in company's booth.



LIST of buyers attending the mid-July Housewares Show in Atlantic City is checked over for familiar names by John Egan, left, and Ralph Zenner of Hamilton-Beach.



NEW HOUSEWARES study being undertaken by NAED is explained to Bill O'Brien of Toastmaster, left, by Sam Fingrut, center, and NAED director Art Hooper.



BALLOONS on Hoover display occupy hands of C. R. McLean, left, and Al Wagman of the J. A. Williams Co., Pittsburgh as they talk business.



SHIRT-SLEEVED Marvin Allesee, left, of Dormeyer listens to a question posed by a visitor to his firm's exhibit in Atlantic City.



BROILER BUSINESS in California is topic of conversation between Milt Nathanson of Broil-Quik and R. Flanagan of Breuner's, Oakland.



NEW MIXER with built-in knife sharpener is shown to Bert Hardesty of New York, by Ray Vanderoef, center, and George Roth, right, of Steam-O-Matic.



PITTSBURGHERS Aaron Jaffe, center, and Al Wagman, both of the J. A. Williams Co., pose a question for Jim Stark, left, of General Electric.



SETTING UP SHOP at the Housewares Show, H. E. Blackburn of Seth Thomas puts out fresh supply of literature and catalog sheets.



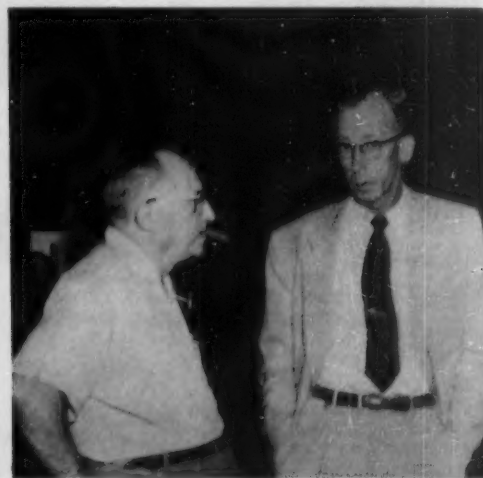
CHICAGO manufacturers and buyers exchange notes as Norm Schlegel, left, and E. W. Gutgsell of Cory visit with Karl Berger, right, of Goldblatt's.



GREETING visitors at entrance to his firm's exhibit was J. P. McIlhenny, sales manager for Waring Products Corp.



QUESTIONS by editors Eileen Burke, center, of Household and Vernetta Fairbairn of Copper's Farmer are answered by Universal's A. S. Bross.



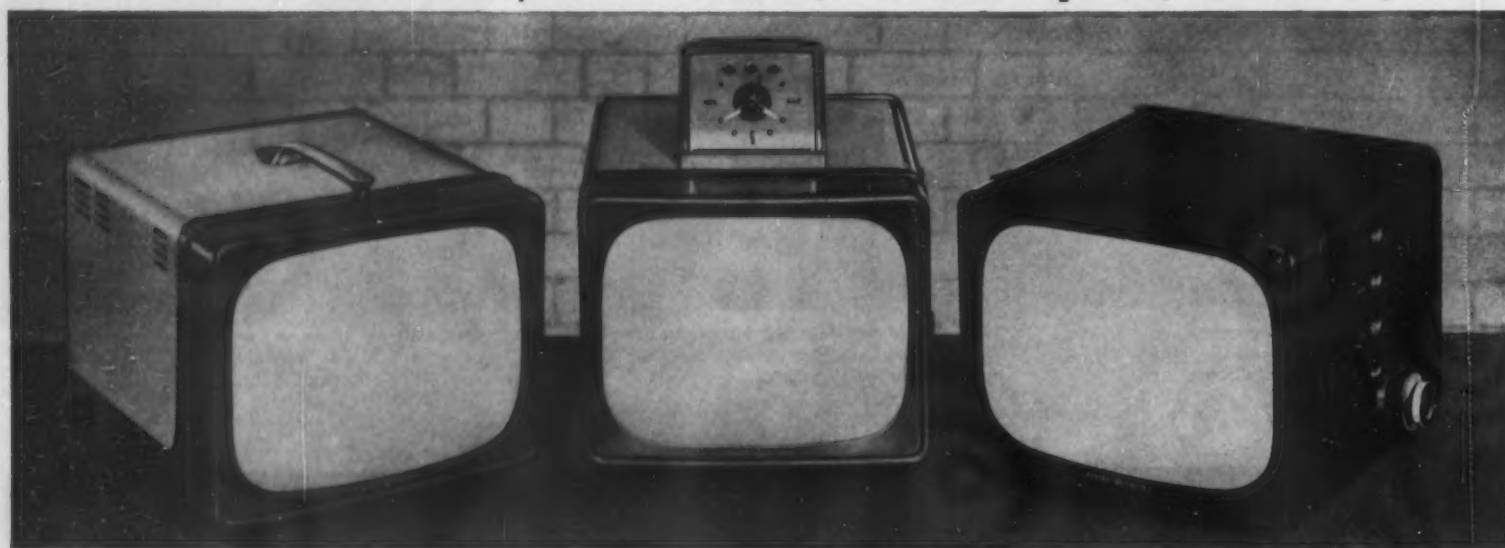
CORRIDOR MEETING provides opportunity for Art Barit, left, of Madison Electric, Detroit, to talk business with R. H. Williams of Arvin.

End



NEW 32 LB.—UNDER \$100 G-E TV

Boston, New York, Philadelphia, Detroit, and



MODEL 14T008: Lustrous gray and ivory two-tone styling with built-in aluminum handle that makes TV as easy to carry as luggage. Model 14T009 in brilliant terra-cotta and ivory.

MODEL 14T010: G.E. originated the top-selling clock-radio...now gives you **CLOCK-TV!** Same features as other portable models *plus* built-in clock to turn TV on or off automatically.

MODEL 14T007: Steel, "travel-proof" cabinet in rich cordovan, built-in antenna, Dynapower Speaker, G-E Black-Faced Picture Tube, improved circuits, UHF optional.

Only G.E. gives you these top-profit accessories . . . this high-powered advertising and promotion backing.



Fold-Away Table is light, strong, easy to carry. Makes any room a TV room—stores in a corner of any closet.

Built-in antenna picks programs out of the air...folds down out-of-sight when not in use.



Folding Wall-mounted Shelf puts TV at eye-level...can be used for plants, books when TV is out of room.



New G-E In-Case Display. Sets up in seconds. Colorful. Shows Portable TV to best advantage in windows, on the floor or counter.

Ad mats tell readers of your local newspapers where to buy...identify you as the first to offer new G-E "Goes where you go" TV. Radio commercials, too.



Colorful, illustrated brochures go out in your bills, direct mailings...sell all the advantages, features, and quality of new G-E TV right in prospect's home.



Full-color spreads and pages appear in top magazines...create demand for G-E TV...profits for G-E TV Dealers.

Life-Sized Display holds actual G-E Personal TV set. Stops in-store traffic...pulls customers right from the street.





SELLS OUT IN FIRST 5 CITIES!

Cleveland report step-up sales on other models

"COMPLETELY sold out"... "had trouble keeping ahead of orders"... "sold 85 pieces on one ad"... "re-ordered four times"... "great shot in the arm for TV sections of department stores"... "cracked wide open the potential second set market in home sales." That's how the trade press reports dealer reaction to new G-E Personal TV. Yes, the second set market is growing... from 1,300,000 second sets at the end of 1954 to 3,300,000 estimated by the end of 1955.

Now, increased production means you, too, can cash-in on this big second set market with the new G-E Personal TV. Feature it in your store... in your advertising. Everyone will love its lightweight, small size, smart good looks... and G-E quality. And, the low price clinches the sale every time. For details on the FULL LINE of new G-E TV, contact your G-E Distributor—or General Electric Co., Radio & TV Dept., Electronics Park, Syracuse, New York.

1956 G-E TV solves every sales problem—for every dealer!



NEW GIANT-SCREEN 24" TV—with cabinet dimensions smaller than most 21-inch sets. Model 24C181.



NEW 21" G-E CLOCK-TV—turns programs on and off automatically. Mahogany only. Model 21C113.



G-E ULTRA-MODERN LO-BOYS—the new, modern look in TV cabinet and picture. Model 21C123.



G-E BLACK-DAYLITE CONSOLES—every top-quality feature... priced lower than ever before. Model 21C128.

Prices include Federal Excise Tax, one-year warranty on picture tube, 90 days on parts. VHF-UHF models and bases for table models at slight additional cost. Prices subject to change without notice.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



PYRAMID OF PORTABLES greets visitors to the General Electric booth. A. A. Brandt, left, general sales manager, radio & TV, model Audrey Becker, and J. S. Beldon, manager of marketing, demonstrate the new set.



EYE-HI REFRIGERATOR-FREEZER on rollers was featured in Hotpoint's summer display. Model on roller skates (to emphasize movability of new combo) gets last minute instructions from L. A. Wood.

Quiet Time in Chicago

Attendance drops and few new products appear during summer markets but everyone is optimistic over prospects for business this fall

Quiet—but satisfying. That was the 1955 summer market in Chicago.

New products—and crowds—were at a minimum. But buying reflected the current optimism of the business community.

In the individual fields, these developments sparked activity:

Refrigeration equipment. Reportedly selling very well. More color and built-ins. Both wall hanging and floor standing types are gaining in popularity.

Ranges. Built-ins get the spotlight here, too. Rotisseries, automatic controls, glass windows, and colors help

models vie for consumer attention.

Laundry equipment. 1955 is expected to be a record year. More automatics, many in color, were displayed. Washer-dryer combinations look like sure-fire success. Manufacturers who don't have one are scrambling to get a unit in production.

Radio-TV. They talked about color TV. But they sold monochrome sets.

Prices. While furniture and soft goods prices jumped as much as eight percent, appliances held firm.

Significance. Everyone agrees, the public is on a buying spree that may make this year the all-time high.



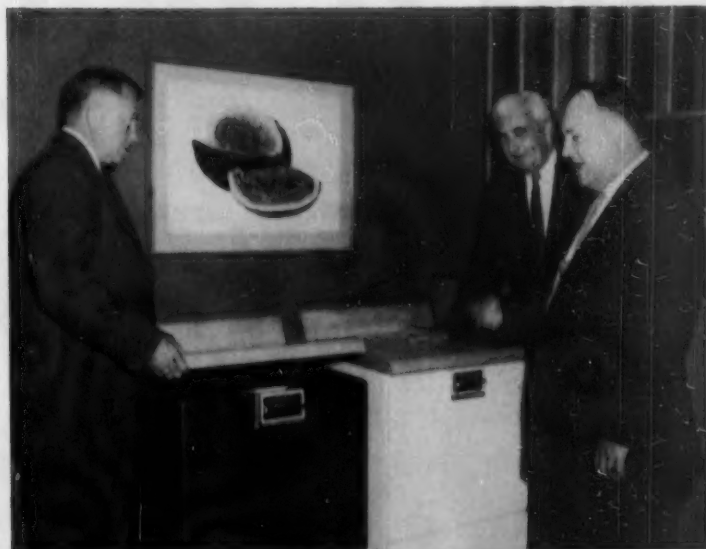
NEW AT THIS MARKET is Globe American's oven which drew approval from southern district manager John Hughes, left, general sales manager Fred W. Rexford and eastern divisional manager Irving Jentes, right.



GREETING A STEADY flow of visitors at Maytag's display space at the summer markets were vice president Roy Bradt, left, and Maytag general sales manager Claire Ely.



FEATURES OF NEW Mobile Maid dishwasher are pointed out by C. Webb Theleen, left, General Electric's manager of customer relations. George H. Fezell of Joseph Horne Co., Pittsburgh, inspects the unit.



UNDER-THE-COUNTER dishwasher caught the eye of R. S. McMahon, center, Chicago distributor, at the American Kitchens exhibit. He gets the full sales story from S. E. Smalling, left, manager field sales, and Ken Cook.



BOTH-IN-ONE freezer-refrigerator is demonstrated by Crosley advertising director Don Smith, left, and national merchandising manager Norman Sabee at the annual summer markets in Chicago.



PLAN FOR NEW Merchandising Mart display space is examined by Amana executive president George Foerstner, left, and Harry S. Harlow and Gordon Oates of Stratton & Terstegge Co., Louisville, Kentucky, distributor.



COLOR TELEVISION is admired by R. E. Gilkison, center, of L. S. Ayres Co., Indianapolis dealer. Magnavox merchandising manager Stewart Roberts, left, beams proudly while V. J. Sanborn, midwest sales manager, looks on.



PLASTIC AUTOMATIC WASHER was attention-getter at Whirlpool's space. Sales manager Jack Sparks, left, gives pitch to Monsanto home economics manager Betty Olson and Dr. J. J. Kirby, Butte, Mont., distributor.

MORE MARKET PICTURES ON FOLLOWING PAGE



SHOWING FEATURES of built-in oven is Norge president Judson Sayre, right. His visitors are Jack Bakers, left, assistant general manager, and Gail Thompson, vice president, both of Thompson & Hamilton, Inc., Columbus, O., distributor.



LOOKING OVER Frigidaire's new line of refrigerators is Evan Moon, left, appliance merchandising manager, Joske's, San Antonio, Texas. J. Rushton, manager of Frigidaire's major dealer division, explains the new units.



LATEST FREEZER models of the Ben Hur Company are shown in Chicago by Larry Icardella, left, Ben Hur sales department, and Ralph Zickert, manager of distribution for the freezer firm.



ONLY ONE of its type, says Sub-Zero sales manager Al Rose. He's showing the company's built-in freezer and refrigerator combination which is available in white and colors.



VETERAN SALESMAN Jack Bauer celebrates 25 years with Conlon-Moore Co. by sitting for a change. With him is general sales manager Harry Freidman. The company is busy moving from Chicago to Joliet.



SHOWING THE LATEST built-in models of the Tennessee Stove Works is vice president L. H. Caldwell, Jr. His sales presentation gains the smiling approval of Rhonda Sherood.

End

RCA Victor \$130-1600 Hi-Fi a Sell-out

"New Orthophonic" line rates "rave notices" from the public, music critics, and trade

"It's out of this world!" breathed a teen-ager. "I've never heard music sound better in a concert hall," said a young businessman. "Most wonderful reproduction I've ever heard," an elderly man said.

These were just a few of the "rave notices" heard during the recent nationwide showings of New Orthophonic High Fidelity instruments. And music critics echoed this praise in print.

Said Irving Kolodin in the June 11 issue of *Saturday Review of Literature*, "... the new RCA Victor 6HF5... is a lot of machine for the money. Its speaker alignment of woofer and two tweeters provides a remarkably balanced sound for a unit of such limited size..."

Chicago critic pays high praise

Writing in the *Chicago American* of June 20, Roger Dettmer said: "What the phonograph world has urgently needed for three years... is a quality unit preassembled and merchandised by a leader in the electronics field. A quality unit both equitably priced and

good to look at as furniture.

"The five 'Marks,' heard last week, are impressive phonographs by any Hi-Fi standards. 'Mark IV' and 'VI'... remarkable for the price. 'Mark I'... produces a dimensional depth and beauty of sound matching any equipment I've yet heard, home-assembled or ready-made..."

"... I would recommend 'I' and 'II' as suitable listening equipment even for a record reviewer. There's not much higher praise to be given any phonograph."

RCA Victor dealers and distributors, no less expressive, put it this way: "We can make money with this line!"

DEMONSTRATE—AND SELL. Successful RCA Victor dealers agree that demonstration sells RCA Victor High Fidelity.

"First, find out what kind of music the prospect likes best," the dealers advise. "Then let them hear it brought to life by one of these amazing instruments. It's the best sales talk ever devised."

Manufacturer starts '56 production immediately to meet heavy demand, coast to coast

CAMDEN, N. J.—Overwhelming demand for its brand-new High Fidelity instruments has forced RCA Victor to advance its production schedule six months. Just four weeks after introducing its New Orthophonic High Fidelity "Victrola" phonograph line, the company reports a complete sell-out on two of its models. And the other three are also walking right off dealers' floors.

LIFE ad sells \$1600 "Mark I" — sight unseen

The day RCA Victor's kick off Hi-Fi ad appeared in *LIFE*, a dealer in the territory serviced by Bruno-New York received a phone call from one of the world's top automotive engineers.

Inquiry? No—an order—for the \$1600 "Mark I" High Fidelity combination. No demonstration necessary—just ship it, said the man.

"It's a wonderful way to lower your selling costs," says Irving Sarnoff, Bruno's president. "And you can put me down as an enthusiastic believer in *LIFE*, RCA Victor advertising, and New Orthophonic High Fidelity instruments!"

J. M. Toney, general manager of the RCA Victor Radio and "Victrola" division, reported that the sales of one New Orthophonic High Fidelity model alone had already exceeded the total of all High Fidelity instruments sold by the division in the past 12 months. Mr. Toney said that he had expected the price leader, the \$129.95 "Mark VI," to get a big play. But he was amazed to find that the deluxe \$1600 "Mark I" was also a sell-out.

Stock rapidly being replenished

Mr. Toney emphasized that RCA Victor's accelerated production would soon replenish stock of all models. Any shipping delays that may result will be minor because of RCA Victor's huge production facilities.



Unique "family" idea makes selling and sell-up easier

Meet "The First Family of High Fidelity." It's the RCA Victor New Orthophonic High Fidelity "Victrola" phonograph line—the industry's first complete Hi-Fi line. Obviously all units reflect the same high-style design as the \$1600 "Mark I." They sound

much alike, too. That makes it easy to sell the lower priced merchandise.

To sell up, you merely show the prospect what else he can have for a few dollars more—bigger speakers... fine FM-AM radio... tape recorder... extras worth the extra dollars.

Reading from left to right

(1) "MARK VI," model 6HF5, \$129.95, 3-speaker, 3-speed phonograph. Legs optional extra. (2) "MARK IV," model 6HF4, \$169.95. Console, larger speaker. (3) "MARK III," model 6HF3, \$325. Largest speaker; FM-AM radio. (4) "MARK II," model 6HF2, \$650. Console with door; largest speaker; FM-AM radio. Foregoing models in mahogany finish. Light rift oak higher. (5) Twin-console "MARK I," model 6HF1, \$1600. 4 speakers, FM-AM radio, Hi-Fi tape recorder, 3-speed phonograph. Traditional mahogany finish; modern, natural walnut.

RCA VICTOR
RADIO CORPORATION OF AMERICA
CAMDEN 9, NEW JERSEY



Manufacturer's nationally advertised prices shown, subject to change. Slightly higher in Far West and South.

ONLY UNIVERSAL

GIVES YOU A COMPLETE LINE OF AUTOMATIC COFFEEMAKERS

and a matching Gift Service Set



ONLY THE GENUINE UNIVERSAL
CARRIES THIS DESIGN...
YOUR ASSURANCE OF QUALITY CRAFTSMANSHIP



A SIZE FOR EVERY FAMILY

COFFEEMATIC 4-PIECE SERVICE SET
A \$49.90 VALUE FOR ONLY \$39.95

The biggest gift value on the market . . . the popular 8-cup
Universal Coffeematic with a matching tray, sugar and
creamer designed by International Silver Company.
MODEL 8906 — \$39.95

COFFEEMATIC QUALITY
AT A BUDGET PRICE

Universal Chrome Coffeematic,
capacity 4 to 8 cups.
MODEL 4408 — \$24.95

STOCK UP NOW FOR THE BIG GIFT BUYING

Coffeematic

SELL 'EM ALL with Universal . . . the only automatic coffeemaker line that answers every request for size and price. Do away with costly mixed inventories; know just one set of super features, make *more* sales . . . make *easier* sales with the coffeemaker line that has *everything!* . . . UNIVERSAL.



..... A PRICE FOR EVERY BUDGET!

FOR THOSE WHO WANT
THE VERY FINEST
Universal Chrome Coffeematic,
capacity 5 to 10 cups.
MODEL 4410—\$29.95

FOR GIFT-GIVING DELUXE
New Universal Copper Coffeematic,
capacity 5 to 10 cups.
MODEL 4411—\$32.95

DAYS AHEAD

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

FTC Sets The Rules . . .

. . . for selling radio and TV sets; 32 rules include three controversial ones on tube size, cabinet finishes and "new" picture tubes.

Advertising by radio and television manufacturers and retailers comes under a new set of Federal Trade Commission rules on unfair or deceptive practices this month. The new batch of 32 trade practice rules—four years in preparation—is an important revision and extension of the rules issued by FTC for the radio industry in 1939.

In the rules FTC spells out in detail the kinds of trade practices it considers—after lengthy conferences with industry representatives—unfair methods of competition. Manufacturers or retailers who use such practices in the future risk FTC action under the various federal laws it enforces.

Their Meaning. Heaviest impact of the new rules is expected to fall on manufacturers. Their national advertising will have to meet the standards set in FTC's code. Retailers who change or add their own touch to manufacturer ad material will also have to abide by the standards, providing their activities are considered in interstate commerce.

But the actual operation of the new industry code is expected to reach most retailers. Here's why: most manufacturers are likely to voluntarily include the FTC standards in their own ad codes. By refusing to participate in cooperative advertising, for example, with retailers who do not follow the standards thus set, the manufacturer leaves the burden of answering an FTC charge of false or misleading advertising on the offending retailer.

The simplest way of describing the new rules is: make your claims honest and truthful, or don't make them.

Three Controversial Rules. The three most controversial issues covered by new rules are, perhaps, those relating to the picture size received by a TV set; the composition of cabinets; and whether a cathode-ray tube is "new" or not. In an obvious effort at making it as easy as possible to adjust, FTC postponed the effective date of the rules on these three matters until December; all other rules became effective July 28.

On picture size FTC says that if a diagonal measurement is used to describe size of picture received, "conspicuous disclosure" must be made that the dimension given is a diagonal measurement. And if the picture screen is circular, the area may be described in square inches only if accompanied by disclosure that the area described is circular.

On misrepresentation of the composition of cabinets, FTC says you can't represent that any cabinet or part is made of or veneered with any named wood—such as "mahogany" or "mahogany veneered"—if such is not the fact. Even if a cabinet does fit

this description accurately, if any exposed surface has been "photo finished"—touched up by application of photographs of fine woods through a transfer process—it is a violation to discuss composition without disclosing the nature of the finish.

On re-use of cathode-ray tubes, FTC says they may be sold as "new" tubes if, though never put to consumer, demonstrator, or floor-sample use, a discovered defect is "completely remedied" by the original manufacturer. But tubes, though never used and giving satisfactory performance, which do not meet the manufacturer's general standards of quality must be designated "rejects" or "seconds".

Other rules specially adapted to the radio and TV industry make it unfair to:

- Refer to a model as "current" unless it appears in the prevailing ad material of the advertiser;
- Represent that any set can be converted to receive color TV in color or to receive higher frequencies when such is not the fact or without stating the need—if any—for substantial modification; or fail to remove the name of the original manufacturer of a cathode-ray tube which is rebuilt by someone else;
- Claim that "built-in" or "indoor" antenna-equipped sets will perform as satisfactorily as sets equipped with "outdoor" antennas without disclosing that this may be true only under certain performance limitations.

"Big Change" From RCA . . .

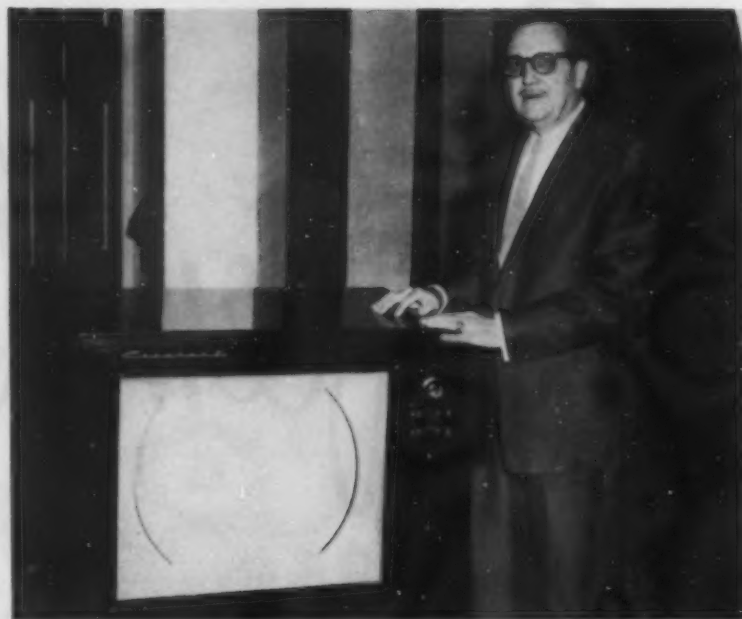
. . . includes top tuning, window channel indicator, the "un-mechanical look" and some price drops; color television sets start at \$795

Radio Corp. of America introduced its 1956 line of television sets to dealers across the country last month. Emphasis was placed on the "big change."

Features of the new sets include "high and easy" tuning. Three varieties are available—hidden panel top tuning, high side controls, and high front knobs. On deluxe models, an illuminated front window indicates the channel.

Feature three is a "fidelity Golden Throat" sound system, officials said. Prices have also dropped in the new line—as much as 18 percent on some models.

A 17-inch portable and units with swivels and wheels emphasize mobility in the new series.



CAPEHART vice-president E. W. Gaughan stands beside firm's color set, the "first practical, dependable" color set in his opinion. Price runs from \$795 to \$895.

Capehart Shows "Starline" TV

New line includes 21-inch color set at \$795; dealers hear of "sell 'n sail" contest promotion plans at convention in New York

A price-leader "Starline" series and a color receiver at \$795 are featured in the 1956 line of television by the Capehart-Farnsworth Co., division of International Telephone and Telegraph Corp.

More than 500 distributors and dealers saw the eastern showing of the line in New York last month. Other joint meetings were scheduled for Chicago and Los Angeles late in the month.

"Starline" TV. The price-leader "Starline" series contains three models—two 21-inch units and one 24-inch table model. Suggested retail prices start at \$169.95 for the "Polaris," the 21-inch table model. All are vertical chassis models.

Above the "Starline" is the "Super Comet" series, starting at \$199.95 and ranging up to \$389.95 deluxe console. Featured in this line are the polaroid picture filter system, a "tri-fi" three-speaker sound system and Capehart's "new look" styling. All have front-mounted speakers.

Radio Line. D. F. Miersch, manager of marketing, introduced the new radio line to the eastern meeting. Comparing the national radio market to a pie, he warned distributors that "Capehart is out to get a big piece of the radio pie."

The series includes four clock radios, starting at \$29.95, three table radios, three portable radios, and a portable phonograph and a table model hi-fi.

The firm's new hi-fi line features "colortone" controls permitting the user to mix sound to his taste.

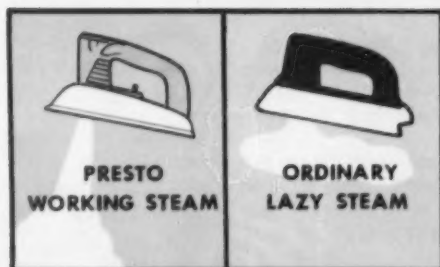
Capehart Color. E. W. Gaughan, vice president and general sales manager, revealed the company's color television. Terming the sets the "first, practical, dependable color television," Gaughan said the table model would sell for \$795 and the console at \$895.

The company's advertising campaign was outlined by S. A. Morrow, director of advertising, who also announced a "Sell 'n Sail" contest for dealers. Under the plan, dealers can win a January vacation cruise to Jamaica and Nassau.



Presto®
in exciting new

vapor steam and dry iron
pastel colors



no lazy steam

Tests prove "working" steam from a Presto travels 3 times farther than steam from ordinary irons. Penetrates deeper! Covers more area! Works to condition every fabric for better, faster ironing!

OVER 22 MILLION SATISFIED PRESTO USERS

Presto! First with the colors women love best! The right colors to *sell* women! And here are the really feminine pastel colors that women eye and BUY. These pleasing pastels are overwhelming favorites that match and blend with every modern decor. And only Presto has them!

COPYRIGHT NP11 1955



\$17.95
Fair Trade Price
Fed. Tax Incl.

Presto®



CONTROLLED VAPOR STEAM
Adjusts with fabric heat-setting automatically. No sprinkling or press cloths... This steam works.

SCORCH PREVENTER
Indicates when heat and steam are perfect for the fabric to be ironed. No fingertip guesswork! No scorching!

EASY TO FILL AND EMPTY
Telescope cap lets you fill and empty in a jiffy! No more misplaced caps! Uses ordinary tap water.

"WORKING" STEAM FLOW
Concentrated in front where it penetrates deeper for perfect pressing as well as ironing. Channeled to cover more area!

IRONS EASIER BOTH DIRECTIONS
Exclusive rounded heel and smooth ironing surface allow easiest back-and-forth ironing. No corners or edges to cause wrinkles.

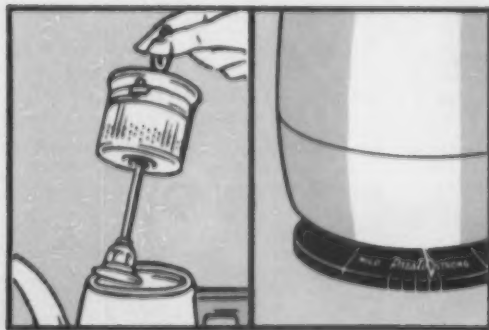
LIGHTWEIGHT AND BALANCED
Only 3½ pounds—balanced to glide at a touch! Yet over 30 square inches of ironing surface! Exclusive tangle-free cord.

Presto means Quick... Presto means Quality!



Presto®
in exciting new

automatic coffee maker
pastel colors



EXCLUSIVE LOCK-TITE COVER!
No burned fingers while cleaning! Coffee basket lifts out in unit with cool-handled cover. Only Presto has this easier cleaning feature.

PRESTO FLAVOR CONTROL
Lets you choose the coffee strength and flavor you prefer . . . and enjoy it. EVERY CUP. LIGHT signals when your coffee is ready.

for those who care enough to give the very best

Now, there's selling magic in color! And the new Presto Coffee Maker has added the **right** colors . . . soft pastels that are most pleasing . . . and most wanted!

The base, the smart, modern handle, and the cover knob come in a choice of blue, turquoise, yellow, and pink, as well as standard black.

Now, more than ever before, Presto is America's Finest Coffee Maker.

perfect coffee . . . twice as fast!

When you want coffee you want it rich, aromatic, of a strength to please your taste. When you want a cup of coffee, chances are you want it fast. And that's the way you get it in a Presto. So simple, so completely automatic that America's favorite beverage becomes even a greater pleasure when you make it in a Presto!



1. Cool cover knob means easy, safe, comfortable handling.
2. Hand-fitting handle insulates from unit heat, allows easy pouring.
3. Non-drip spout is chrome-plated copper for perfect pouring . . . perfect taste.

\$29.95 Fair Trade Price
Fed. Tax Incl.

Celebrating 50 years of Presto progress!



Westinghouse: New TV . . .

. . . with tip-top-front tuning and horizontally mounted printed circuit boards; 1956 line of television and radio is unveiled at Chicago

Westinghouse Electric Corp. introduced a new line of television last month with "Tip-Top-Front" tuning, control dials on a sloping panel above the picture screen, and "Silver Safeguard" printed circuits.

Dan Halpin, general sales manager of the TV-radio division, said the new line is available in two series, the "Catalina" models, priced from \$139.95 to \$199.95, and the "Riviera" series tagged from \$199.95 to \$319.95.

The top-tuning and printed circuit models are in the "Riviera" series, according to Halpin. He added that two printed circuit panels containing more than 70 percent of the set's tubes and components are mounted horizontally on the chassis under the front part of the picture tube. He said 90 percent of normal servicing can now be accomplished by removing the back cover without removing the chassis.

Halpin termed the new receiver "a television set with longer life and greater dependability."

Colored Catalinas. The lower priced line of television is available in furniture grain finishes and decorator colors, including black, cardinal red, spruce green, and terra cotta. The Catalina series also use the "Silver Safeguard" circuits, as do the new radios.

Table model radios include a four-tube miniature model at \$14.95, five-tube sets in black and green and in two-tone colors from \$19.95 to \$25.95, and a five-tube set with dual speakers at \$29.95.

A desk clock-radio is priced at \$39.95 and other clock-radios range from \$24.95 to \$54.95. Portables range from \$29.95 to \$39.95. And a five-tube portable radio-phonograph is priced at \$99.95.

Radio phonographs are priced from \$119.95 to \$499.95.

Philco: Televised Show . . .

. . . features automatic, remote control and "picture frame" cabinets; plans for \$795 color TV set revealed at Miami Beach distributor convention

In a nationally televised debut, Philco's 1956 line of television made its appearance at a distributor convention in Miami Beach last month.

At the meeting, president James H. Carmine announced that Philco is readying two 21-inch color receivers priced at \$795 and \$895. Using a tube manufactured by Sylvania Electric Products Corp. with a CBS-Hytron mask, the set will be ready for the market in late September or October.

Touch Changing. Philco's new line of black and white sets features automatic changing at the touch of a finger. Officials also emphasized the "picture frame" cabinets which give the sets a "new look" in television.

Tuning of the new set is accomplished with a finger controlled "treadle bar" which automatically selects in sequence all receiveable channels. A second "treadle bar" turns the set off or on. The controls are located on top of the set near the front of the cabinet for easy access.

The remote control unit is available as an accessory with each of the "top tuning" models at \$10 extra.

A new 17-inch table model is available in four cabinet colors—coral, light yellow, hunter's green and mahogany.

Radio Line. Philco table and clock radios range from \$19.95 to \$49.95. The firm's color stylists have adapted 13 Latin American colors for the new radio line. Included in the color selection are matador red, Caribbean green, calypso red, green orchid, Ama-

zon green, Inca emerald, Aztec gold, fiesta pink, Mayan turquoise, bolero red, tropic mist, tropical red and Varadero sand.

The radio line also features printed circuit chassis and a new phonograph was introduced as "the first completely transistorized phonograph."

TV Sales Going Up

Radio and TV set makers are optimistic about the industry's future.

During the recent RETMA convention in Chicago, informal "guess-estimates" of the manufacturers set 1955 TV sales at 7 to 7.3 million black and white receivers. Between 12.5 and 13 million radios also will be sold, the producers said.

Sales figures for 1956 will reach 6.5 million black and white TV receivers and between 250,000 and 300,000 color sets.

Also at the meeting, H. Leslie Hoffman, president of the Hoffman Electronics Corp., was elected president of the board of directors of RETMA. Other officers elected by the RETMA board include Leslie F. Muter, president of the Muter Co., Dr. W. R. G. Baker of General Electric, Joseph Gillies of Philco, and James D. Secrest, the secretary.

In his report to the group, retiring president Glen McDaniel said the year has been "excellent" with only color TV not living up to last year's expectations.



AN ALL-OUT effort to acquaint New York dealers with Du Mont's new lines was tried in late June when the firm's factory branch took over the grand ballroom of the Park-Sheraton as a TV studio for 11 hours. Top programs of Du Mont's WABD originated from the ballroom during the day. The result was two-fold: dealers visiting the ballroom got a personal pitch on the line while the general public was told about the merchandise during the shows coming from the hotel.

DuMont Uses a Telethon . . .



DU MONT'S new high-fidelity and radio lines are explained to TV's Wendy Barrie by Philip Geth, president of Du Mont New York. Nine programs originated from the Park-Sheraton showing and on each Du Mont merchandise was plugged.

. . . To Show Its Line



WHERE TO LOOK? Distributor salesmen on the floor of the ballroom divide their attention between show originating on the balcony and the same show being received on a TV set on the floor of the ballroom.

WESTINGHOUSE

new styling! new set-performance!

CUSTOM RIVIERA SERIES mahogany and limed-oak grained finish



21 inch **\$199⁹⁵**

Marsello, Model 934T21, 21" table model. Mahogany finish \$199.95. **Orleans**, Model 935T21, Limed-Oak finish \$209.95



21 inch **\$249⁹⁵**

Genoa, Model 938K21, 21" console, Mahogany finish \$249.95. **Parma**, Model 939K21, Limed-Oak finish \$259.95.



21 inch **\$279⁹⁵**

Turin, Model 941K21, 21" console, Limed-Oak finish \$279.95. **Rochelle**, Model 942K21, Mahogany finish \$279.95 (de luxe 10" speaker).

DE LUXE CATALINA SERIES in exciting new decorator colors



17 inch **\$139⁹⁵**

Santa Barbara, Model 916T17, 17" table model. Cocoa Brown. \$139.95



17 inch **\$149⁹⁵**

Beverly Hills, Model 919T17, 17" table model. Ebony. **Sun Valley** Model 920T17 Cardinal Red. **San Fernando**, Model 921T17, Spruce Green. Each \$149.95



21 inch **\$159⁹⁵**

Carmel, Model 924T21, 21" table model. Cocoa Brown. \$159.95

YEARS AHEAD—INSIDE AND OUT!

The ONE fully-engineered set with all the modern advancements for best-by-eye pictures and long-lasting, dependable operation. New Westinghouse Styling has built-in sales appeal... capitalizes on the newest trends in home decorating in design and color. Thanks to features like these, you're way ahead with new Westinghouse Television:

EXCLUSIVE TIP-TOP-FRONT-TUNING for convenience in operation—a comfort feature your customers want.

EXCLUSIVE "SILVER SAFE-GUARD CIRCUIT"—over 80% of components and circuitry are on deep-etched

printed circuits—developed and field-tested by Westinghouse engineers.

90-DEGREE ALUMINIZED PICTURE TUBE for brighter pictures. Largest 21" and 24" picture made. Short-length tube for smaller, more compact set.

HIGHEST PICTURE TUBE VOLTAGE (18.5 KV) of any set manufactured in the industry for sets starting at \$199.95. Assures better picture quality.

EYE-COMFORT TINTED FILTER GLASS protects picture quality, adds contrast for better viewing under all room lighting conditions.

EXCLUSIVE TEN-DEGREE DOWN-SLANT PICTURE WINDOW deflects glare from face of tube prevents distracting "hot spots" from room lighting.

SPECIAL ADVANCED-DESIGN TUNERS for increased sensitivity and better reception even in areas remote from transmitting stations.

NEW "SNAP-IN" ALL-CHANNEL UHF TUNER for quick and easy conversion right in the home or on the sales floor. No shop work needed.

EXCLUSIVE "TUBE-SAVER" CIRCUITS for long-life performance.

EXCLUSIVE "NOISE KILLER" CIRCUITS that result in better picture and sound.

WIDE RANGE OF POPULAR DECORATOR COLORS plus mahogany-grained finish and limed-oak grained finish.

CUSTOM STYLED SWIVEL STANDS AND MATCHING SWIVEL BASES AVAILABLE FOR TABLE MODELS.

TELEVISION

short line! longer profits!



24 inch **\$239⁹⁵**

Corsica, Model 950T24, 24" table model, Mahogany finish \$239.95. **Monaco**, Model 951T24, Limed-Oak finish \$249.95



24 inch **\$299⁹⁵**

Ferrara, Model 954K24, 24" console, Mahogany finish \$299.95. **Calais**, Model 955K24, Limed-Oak finish \$319.95



24 inch **\$319⁹⁵**

Montego, Model 956K24, 24" console, Mahogany finish only \$319.95 (with deluxe 10" speaker)



21 inch **\$169⁹⁵**

Malibu, Model 927T21, 21" table model, Ebony. **Montearey**, Model 928T21, Terra Cotta. **Santa Clara**, Model 929T21, Spruce Green. Each \$169.95



21 inch **\$199⁹⁵**

Capistrano, Model 965K21, 21" console, Mahogany finish \$199.95. **Granada**, Model 966K21, Limed-Oak finish \$209.95

BEAUTIFUL DECORATOR COLORS! . . . FINE FURNITURE FINISHES!

New Westinghouse Television sets are available in a wide range of decorator colors in the DeLuxe Catalina Series . . . colors that keep pace with the newest trend in home styling to meet any customer's wants. Custom Riviera sets are available in traditional mahogany and in modern limed-oak grained finish . . . complement any room furnishings.

Prices quoted are Zone 1 Suggested Retail. For all-channel UHF/VHF, add \$30.00.

YOU CAN BE SURE...IF IT'S

Westinghouse

Westinghouse Electric Corp. • Television-Radio Div. • Metuchen, New Jersey

ELECTRICAL MERCHANDISING—AUGUST, 1955

NEW SLANT IN STYLING

Tune

Tip-Top-Front-Tuning
ends groping, stooping.

See

Slanted Screen and Eye-Comfort Filter Glass
deflect room light reflections for easier viewing

Hear

Slanted Speaker beams sound to your ears!

Styled from top to bottom to enhance any room. New Westinghouse Television sets are compact . . . take least possible room, yet are fully-functional in design to add to set performance.





REMOTE CONTROL unit, demonstrated by director of sales E. G. May, is a key feature of the 1955 Sentinel line. The unit provides complete, automatic control from 20 feet away.

Sentinel Displays New TV

Remote control unit opens the door to add-on selling; increased margins, dealer financing are revealed at Chicago distributor convention

Standing out at the national distributor convention of the Sentinel Radio Corporation in Chicago June 28-29 were three new facets in the company's distribution policy:

1. A method of add-on selling copied from the automobile industry, centered around a remote control unit which permits automatic TV operation.

2. Increased television margins for dealers. On the 21 in. open face console the jump is from 25 to 30 percent, on the hi fi phonograph combination from 30 to 40.

3. Complete dealer financing, on his own inventory as well as consumer. The Sentinel Corporation works with the dealer's bank, and there is no recourse or holdback reserve, and the manufacturer repurchases reverts.

Distributors saw 11 new television models, three with factory installed remote control, four table radios, three portable radios, two clock radios and two hi fi radio-phonograph combinations. All Sentinel black and white TV is available with 82 channel UHF and VHF tuners.

On the two hi fi radio phonograph combinations, British Collaro automatic record changers are used, with 33-45-78 speeds, and dual speakers that pick up from 20 to 20,000 cycles. In the radio lines a full range of colors plus cowhide are available.

Distributors heard R. B. Parks, sales manager, analyze the past year as not being up to anticipations. The industry figured a greater demand for low priced models, on account of the coming of color. The public demand for higher priced television continued,

however, and there wasn't the inventory ready to care for it. Radio business was good, with portables and clock units leading. Demand for radios in color is increasing.

Present at the convention was Ernest Alschuler, president; Edmund G. May, director of sales; R. B. Parks, sales manager; M. D. Block, vice president; H. J. Lance, advertising manager; Harry Richards, assistant advertising manager; Arthur Welch, sales manager, promotion; Richard Lawton, secretary, and W. J. Schnell, director of engineering.

Plant Progress

Among the appliance-TV manufacturers reporting on progress of plants and facilities last month were Du Mont, Jerrold Electronics and the General Slicing Machine Co.

Du Mont announced a new west coast electronics center in Los Angeles. The 30,000 square feet of additional floor space will be ready for occupancy in October, according to Dr. Allen B. Du Mont, president.

Jerrold Electronics Corp. broke ground recently for a new engineering laboratory in Philadelphia. The new lab will add 5,700 square feet to the firm's plant area and full occupancy is expected.

General Slicing Machine Co. has broken ground for a new addition to its Walden, N. Y., factory. The new facilities will be used exclusively for production of the firm's "Merry G'Rinder," meat chopper and salad-maker combination.

Emerson Launches New Line

New policy prepays freight, rounds off prices in dollars; transistor radio and portable AC-DC television receiver spark new line

Emerson Radio and Phonograph Co. unveiled a new line of radio and TV last month—together with a "radical new pricing policy."

Under the policy announced in New York, Emerson will prepay freight charges, thereby establishing uniform prices throughout the country. "Consumers totalling at least 50 percent of the population will pay less for Emerson products, since distributors and dealers no longer will pay these freight charges and add them to retail prices," according to president Benjamin Abrams.

No more \$.95. As the second part of its new price policy, the company will round off all prices in dollar figures, eliminating the traditional 95 cent tag.

"The pricing of consumer products has been subject to hundreds of surveys," Abrams said. "For some years, it has been generally accepted that prices should end with \$.95 to attract consumer attention. We have examined this pricing structure carefully and, as a result of many actual tests, we are convinced that consumers today are not fooled by such price endings."

Abrams added that the company is also offering TV receivers in a wide variety of colors and finishes at no additional cost as the third step in Emerson's price policy.

New TV Line. Emerson's new line includes a 14-inch portable AC-DC set, the "lowest priced 17-inch and 21-inch table models on the market," Emerson's first color receiver and its first remote control unit.

Michael Kory, vice president in charge of sales, and S. W. Gross, vice president and assistant to the president, presented the line to the distributor meeting in New York.

Kory said the \$128 17-inch table model was the lowest priced unit "offered by any major manufacturer in the industry." And under the new Emerson pricing, the \$128 tag "applies to this receiver in ebony as well as in eight beautiful pastel colors."

The 21-inch table model sells for \$148 and the AC-DC portable, available in three colors, is priced at \$158. The 21-inch color set is priced at \$894, and the remote control unit, a 24-inch receiver, sells for \$372.

Radio-Phonograph Line. Emerson's new transistor pocket radio, with two transistors and three tubes, is outselling the company's previous best seller by three to one, officials announced at the distributor meeting.

Since its introduction in May, the pocket radio has registered "more than \$6,000,000 in retail sales," Abrams said. The Emerson president displayed an eight-transistor, no-tube radio which he said was not being introduced because it would cost about

\$100 retail. "In six to eight months it may be possible to sell this set for \$40 or \$50," Abrams said. "Then we'll be able to put it on the market."

The radio line included eight portables, six table models and three clock-radios. Nine phonographs were introduced. Prices range from \$16 on the AC-DC portable radio to \$198 on Emerson's hi fi console phonograph.

Subscription TV. At the final luncheon meeting of the convention, Abrams loosed a blast against subscription TV. He said the system "will kill the goose that lays the golden egg." He advised the distributors to write their congressmen opposing the plan.

He also told the group of industry efforts to repeal the excise tax on 82-channel TV sets. He said that "indications are that congress will act favorably on reduction of the excise tax" on UHF-VHF sets.

To Push Hi-Fi

RCA Victor has launched one of the "broadest" campaigns in the firm's history to introduce its line of new "orthophonic" high fidelity instruments. New radios and phonographs will also be featured in the drive.

Consumer advertising got underway last month with a full-color page in *Life* magazine. Other ads will appear in the *New Yorker*, *Saturday Evening Post*, *Collier's*, *Parents' Magazine* and *Seventeen*. Radio and TV advertising will also be used. Heavy trade paper and newspaper advertising is also scheduled.

Prospecting For Sales



APPLIANCE DEALERS in many parts of the country are finding Geiger counters a fast-selling new "appliance." Here dealer Carl Jennings, left, of Long Beach, Calif., gets a demonstration of a Hoffman Countmaster from Hoffman sales executive Dick Scott. The tall chap is a 12-foot stiltman the enterprising dealer hired to promote Geiger counter sales.

PROMOTION



VISITOR FROM OUTER SPACE goes to Texas for the annual Kitchen Carnival, sponsored by the Temple (Texas) Telegram and the Texas Power & Light Co. C. A. Schulz, left, assistant publisher of the Telegram, Duke Aston, second from left, district manager of TP&L, and R. R. Rogers, his assistant, introduce spacewoman "Lavinrak" during a daily hour-long telecast from the show.

Kitchen Carnival Is Out...



AFTER SEEING the latest kitchen wonders, "Lavinrak" (karnival spelled backwards) tells Bill J. Bexley of J & B Appliance Co. that the earth is far ahead of Mars in appliance development. The visiting spacewoman ordered appliances like the G-E dryer above which was given as one of the door prizes. At the close of the three-day show, officials termed it "a wonderful job of merchandising."

... Of This World In Texas



OLD AND NEW—but especially the new—are featured at the annual show. Hundreds visited the municipal auditorium daily for the show and an estimated 25,000 saw each telecast. Housewives attending the show signed up for \$2,700 in appliances that were given as door prizes. The names were later turned over to participating dealers as customer leads.



KLIXON Protectors Do An Excellent Job In Preventing Motor Burnouts States Motor Rebuilder

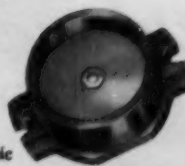
CHICAGO, ILL.: Mr. Joseph Yonan, Owner of Wayne Electric Company, speaks from many years of experience when he praises Klixon inherent motor protectors. He states —

"In over ten years of servicing and repairing fractional horsepower motors I have found that KLIXON protectors do an excellent job in preventing motor burnouts.

They reduce the number of major rewinding jobs and enable me to make a reasonable profit on repair work at a lower cost to my customers."



Manual Reset



Automatic Reset

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

KLIXON

**METALS & CONTROLS CORPORATION
SPENCER THERMOSTAT DIVISION
2808 FOREST ST., ATTLEBORO, MASS.**

New!

Flavo-matic twosome in self-displaying gift carton



New gift carton makes it easier than ever to sell Flavo-matics as a pair. Eye catching decorator colors . . . with a modern design. Sets up in a jiffy, needs a space only 19" x 12". Easy to handle and store. Packed 2 to a reshipper. Start profiting now with this effective merchandising help.

- PACKED AS A PAIR TO SELL AS A PAIR
- INCREASES GIFT VALUE
- EASY TO DISPLAY



both for only

\$23.45*
retail

*PRICE INCLUDES CORD AND EXCISE TAX

WEST BEND

MATCHED DESIGN
2 TO 5 AND 6 TO 8 CUP

Flavo-matic
automatic coffee service

Just as there's a "perfect pair" for every wedding, it takes two Flavo-matics for the coffee making needs of every home occasion. The 2 to 5 cup is ideal for two and the 6 to 8 cup makes the right amount for family dinners. Used together they make 13 cups or more — perfect for parties. Gift packed to sell as pair for only \$23.45 . . . actually less than the gift-giver or homemaker expects to pay for one automatic coffee maker. Polished aluminum.

DEPT. 188

WEST BEND ALUMINUM CO., WEST BEND, WISCONSIN



SKITS FEATURING the "Boys From Bankrupt 'U'" (Mr. Price Cutter, Mr. Big Trade-in, Mr. No Service, and Mr. No Outside Salesman) kick off the summer promotion of the Gulf State Utilities Co. of Beaumont, Texas. Goal for the drive is \$1,500,000 in retail sales (2000 electric ranges, 400 electric water heaters and 2200 food freezers). In a spring dryer promotion, 789 units were sold against a quota of 600.

Filling In The Gulf . . .



MONEY—five dollars for every range, heater or freezer sold—will be given to retail salesmen during the three-month drive. Salesmen must sell a minimum of five units to participate but no maximum limit was set. In addition, 31 wrist watches will be awarded. The utility is also offering a \$10 customer premium and a \$40 installation assist in certain areas.

. . . With Major Appliances



CALORIE COUNTING cooking class is made available to the 300 dealers in the area. Conducted by the utility's 18 home service advisors, the school can be sponsored by any dealer at practically no cost. A 45-newspaper ad campaign rounds out the drive. Theme of the campaign: "To Thrive in '55, Watch Your P's and Q's; Sell at a Profit, Sell Quality."



CONTRACT SETTING UP novel food plan in Washington is signed by Irvin Siegel, president of Food Fair chain of supermarkets, as Arthur Boyd, left, sales promotion manager for Washington Wholesalers, and Seymour Seleznow look on.

Supermarket Tie-in . . .

. . . sells Norge freezers for appliance dealers in Washington where a novel food plan has been worked out in cooperation with Food Fair stores

A unique approach to food plan merchandising is being tried out in Washington, D. C., this summer by Norge dealers, cooperating with 13 stores in the Food Fair chain.

Key to the plan is a five percent rebate on food purchases which is granted freezer purchasers by Food Fair. This discount is available until the entire cost of the freezer has been amortized. Arthur Boyd of Washington Wholesalers, Norge distributors in the area, says that the only way the customer stands to lose is "to move to

another city or stop eating."

The deal works like this. The customer buys a Norge freezer (any size or model) from her dealer and pays for it in cash or through an installment plan. The customer pays regular list for the freezer but receives a book of \$100 in grocery credits which can be redeemed at any Food Fair store. When the \$100 has been used up the customer buys additional books of grocery credits at a five percent discount. She may continue doing so until the entire cost of the freezer has been amortized.

As an example: the customer pays \$400 for a freezer and immediately receives \$100 in grocery credits. Assuming that the customer spends \$100 a month for groceries, she would purchase \$100 worth of grocery coupons each month from her Norge dealer, paying only \$95 for the coupons. In five years she would have saved \$300 on her food bill, thus amortizing the entire cost of the freezer. (The credits can be used to buy anything in the store except cigarettes.)

Any Norge dealer can participate but 13 dealers have gone one step further and set up special displays in 13 Food Fair stores.

Boyd says it's too early to figure results yet but so far response to the plan has been satisfactory to both sponsors. Food Fair executives think the new plan licks the long held fear that a grocery store-sponsored food plan would antagonize customers who didn't join the plan and had to pay regular prices for their food. Food Fair thinks that having the food plan member buy coupons through dealers overcomes this objection since the chain merely redeems the coupons.

A-Bomb Survivor



THIS ADMIRAL refrigerator has been through an atomic explosion. Thomas Clements, of the firm's national service department, notes that the refrigerator light still works and, except for a sprung door, the unit came through in serviceable condition. The refrigerator was 5,600 feet from the point of explosion in a recent A-bomb test at Yucca Flats, Nev.

Promotion Briefs

• **Norge** has launched a "Winner's Wonderland" dealer incentive program. Under the plan, about 2000 Norge dealers will receive all-expense vacations to Puerto Rico and Mexico City next January.

• **McCall's** \$30,000 kitchen and laundry remodeling contest has drawn participation from more than 140 appliance and household equipment manufacturers, according to the magazine. The contest will be kicked off in *McCall's* September issue and will run through December.

• **Frigidaire** has released the design of its first home "emphasizing kitchen design and recognizing the kitchen as the center of the home." Cleveland architect Robert A. Little designed the house, the first in a series Kelvinator has commissioned.

• **Hoover** has inaugurated four new promotions to spark the introduction of two new products—a new floor polisher and scrubber and a coffee-maker. The polisher-scrubber was introduced last month and the coffee-maker is slated for unveiling this fall.

• **The Ladies Home Journal** has introduced a new promotion aid for advertising-sales promotion managers of appliance-radio-TV distributors. The monthly "First Aid" kit provides ideas for direct mail, local advertising, sales and training meetings and promotions.

• **Raytheon** has organized a "TV Owners Co-op Club." Under the plan, purchasers of Raytheon TV sets are offered 31 selections of silverware at considerable discounts. Director of merchandising Cliff Knoble said purchasers will receive from the factory a premium catalog.

• **The Silex Co.** is offering a \$3.25 ice cream scoop free with every purchase of a Silex Freeze-O-Tray, an electric ice cream maker for refrigerator use.

• **Hotpoint** is distributing a new eight-page ad mat-radio commercial booklet to dealers. The booklet will help retailers promote all models of automatic washers and dryers, according to D. D. Thompson, merchandising manager.

• **Motorola** has designated the first week of August as "Motorola Week" to publicize the showing of its new lines of TV, radios and phonographs. A nation-wide mailing to dealers, a series of "teaser" ads, and heavy advertising during the "week" were designed to draw dealers to the distributor showings.

• **Toastmaster Products Division** of McGraw Electric Co. will use national magazine advertising this fall to back up its "Golden Slice" promotion. Three special "package" offers are being made available to retailers who stand to make extra money by ordering these packages. A dealer merchandising kit is also being offered to retailers.

• **Maytag** is currently winding up its summer-time sponsorship of "Star Time Playhouse" on 124 CBS TV stations and is making final plans for fall sponsorship of "Navy Log". This new series, which will debut on September 20, will feature factual adventure dramas based on naval history.

• **Norge** dealers this fall will give away hundreds of miniature, operating replicas of the Ford Thunderbird. The battery-propelled toy cars sell for \$395 each but will be given away by Norge dealers to contest winners. Adults must watch a demo of a washer or dryer to enter.

D. Crockett Cooks



DAVY CROCKETT (Fess Parker) gives Karen Fladoes, manager of the Kelvinator Institute for Better Living, some advice on "How To Cook A B'ar." Kelvinator will join the automotive division of American Motors Corp. next fall in sponsoring Disneyland, where "Crockett" will appear in a new series.

TUNG-SOL "Magic Mirror" ALUMINIZED PICTURE TUBE



**BRIGHTER-SHARPER
MORE DETAIL
MORE CONTRAST**

The "Magic-Mirror" Aluminized Picture Tube creates the brightest, most realistic TV picture you can bring into the homes of your customers. The "Magic-Mirror" tube effectively utilizes *all* the light generated by the phosphor screen.

Tung-Sol has developed a unique "fogging" method of backing up the phosphor screen with a mirror-like aluminum reflector. This reflector prevents light radiating uselessly back into the tube. It brings out all the detail of which the receiver circuit is capable. So smooth and true is the Tung-Sol aluminized reflector that mottling, streaks, swirls, "blue-edge", "yellow-center" and other objectionable irregularities are eliminated.

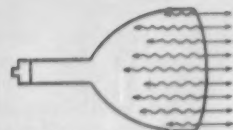
Tung-Sol pin-point-focused electron gun assures a steady, brilliant picture—free from alternate fading and overlighting. Tung-Sol's exacting standards of quality control, manufacture and testing further guarantee the high uniformity and maximum performance of the "Magic-Mirror" TV Picture Tube.

For further details, including Tung-Sol's sales aids and advertising support, call your Tung-Sol supplier today.

TUNG-SOL ELECTRIC INC.

Newark 4, N. J.

Sales Offices: Atlanta, Chicago, Columbus, Culver City (Los Angeles), Dallas, Denver, Detroit, Montreal (Canada), Newark, Seattle.



ORDINARY TUBE—Only half the light produced by the phosphor screen is utilized in the picture. Other half radiates wastefully back into tube.



RESULT—A light background within the tube which reduces picture contrast.



MAGIC-MIRROR ALUMINIZED TUBE—Aluminized reflector allows electron beam through. Blocks wasted light from backing up into tube. Reflects *all* the light into picture.



RESULT—Pronounced increase in contrast to make a bright, clear, more realistic picture.



ASSOCIATIONS

AHEA Gets Preview

Members of the American Home Economics Association were given a glimpse into the appliance future at the association's annual meeting in Minneapolis.

F. J. Worden, Kelvinator sales planning manager for refrigeration products, told the group that atomic energy and automation would play key roles in tomorrow's refrigerators.

He said atomic energy research sponsored by Kelvinator at the University of Michigan since 1952 indicates that perishable foods may be kept longer by use of gamma radiation and refrigeration.

He also saw many new features on refrigerators—shelves that roll out and retract at the touch of a button, water cooling equipment, beverage dispensers, milk shake mixers and food crisping compartments for crackers, potato chips and dry cereals.

In another speech, Mrs. Julia Kiene, director of the Westinghouse Home Economics Institute, told the home economists that portable appliances will play an increasingly important role. She said the 40 portable appliances now in use account for more than \$900,000,000 in sales annually.

NEMA Fan Winners

A dealer has won the grand prize in the 1955 electric fan window display contest, sponsored by the electric fan section of NEMA.

The grand prize winner was the Reineman Hardware Co. of Burlington, Wis. E. C. Karstedt arranged the winning display.

The first prize in the department store-utility division was won by Burdine's, West Palm Beach, Fla. department store. Donald Sheppard trimmed the winning window.

First prize in the dealer classification went to the Hovas Furniture Co., Houston. E. M. Hovis did the window. The second prize in the dealer division went to Marshall Furniture Co., Lancaster, S. C.

NEMA officials announced that there were about 328 entries in this year's contest. Grand prize in the annual contest was a \$1000 savings bond and 14 other prizes, totaling \$2000 in bonds, were given.

Dealer's School

Fifty appliance dealers are going back to school this month. They'll be attending NARDA's Institute of Management for Appliance-TV Dealers at the American University in Washington, D. C.

The August 14-20 institute is being sponsored by NARDA in conjunction with the university's school of business administration. Tuition and accommodation fees for the one-week session are \$125, according to NARDA president H. B. Price, Jr.

Housewares Winners

Top winners in the fifth annual window display contest conducted by the electric housewares section of National Electrical Mfrs. Assn. have been announced.

First place in the appliance dealer category went to the Nollau Electric Co. of Fenton, Mo., for a window display featuring electric housewares as gifts for the bride.

Other category winners were: hardware stores—the Paul J. Devitt Co. of Upper Darby, Pa.; jewelry stores—Barr's Jeweler's of Philadelphia; department stores—Watt and Shand, Lancaster, Pa.; and utilities—the Appalachian Electric Power Co. of Roanoke, Va.

Plaques will be awarded to these dealers. Their displays were judged as showing the greatest ingenuity and effectiveness in promoting the sale of electric housewares in keeping with the 1955 theme of "Electric Housewares for Modern Living—and for Modern Giving."

Association Briefs

• Five manufacturers of home ventilating fans have formed a new trade association, the Home Ventilating Fan Institute, Inc. The firms include Berns Mfg. Co., Fasco Industries, Inc., NuTone, Inc., Pryne & Co., and Trade-Wind Motorfans, Inc. Martin H. Young, executive secretary of the group, said the manufacturers account for approximately two-thirds of the home ventilating fans sold. Other manufacturers are being invited to participate.

• Carl A. Pollock has been elected president of the Radio-Television Manufacturers' Association of Canada for 1955-56. He told the group's annual convention that Canada is the third largest user of TV sets in the world and, next to cars, more money is spent on TV receivers than on any other consumer product.

• The household sink unit section of NEMA has chosen Cincinnati, O., as the first test market in the industry-wide promotion program for automatic electric dishwashers. The city-wide promotion, run in cooperation with Cincinnati Gas & Electric Co., will be held from July 18 to August 12.

• The West Coast Electronic Manufacturers' Association will hold its annual meeting August 25 during the Western Electronic Show and Convention in San Francisco. More than 20,000 visitors are expected to attend the 1955 WESCON Show.

• September has been set as Steel Kitchen Cabinet Month and plans are being completed for the promotion. A feature of this year's campaign will be an eight-page tabloid newspaper section filled with steel kitchen stories and illustrative material. C. A. Reinbolt, Jr., vice president of Tracy Kitchens division, Edgewater Steel Co., is chairman of the SKCMA committee in charge of the month.

Bright outlook gives rosy glow to the Cincinnati meeting of the Institute of Appliance Manufacturers; group discusses built-ins, labor, distribution, costs, other key problems



REFLECTING THE OPTIMISM of the IAM convention are the institute's officers. Outgoing president Donald Hart, left, congratulates Frank Fisher, center, new IAM president, and F. H. Guthrie, new executive vice president.

I.A.M.—I Am Optimistic

OPTIMISM was the undertone in Cincinnati this past month when the Institute of Appliance Manufacturers held its 23rd annual convention. The three day session, which brought both manufacturers and their suppliers together, revealed certain key conclusions about the industry today:

—Outlook for the rest of the year is good and the present high level of business should continue.

—List prices on appliances will probably hold steady. Prices certainly will not go down and due to the highly competitive market, will show only slight increases, if any.

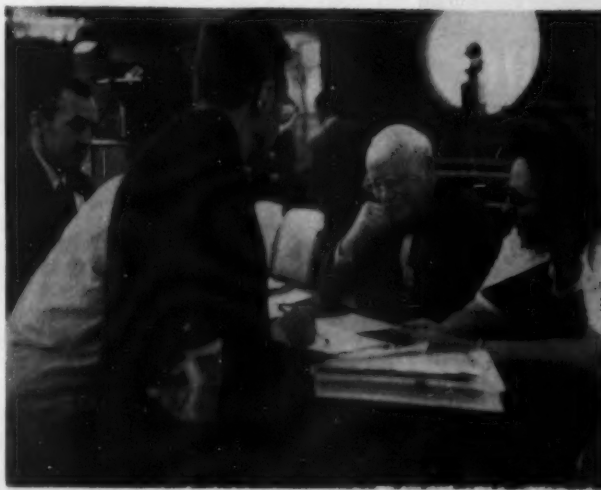
—Manufacturers, straddled with rising costs and little chance to increase these prices, are looking for ways to make a better, more competitive product at a cheaper manufacturing cost.

—Labor is a key factor in the cost picture. Interest of appliance people centered on the UAW agreements with Ford and General Motors in Detroit. Many were watching Frigidaire of General Motors and Kelvinator of Nash-Kelvinator to see if these firms will carry over the guaranteed annual wage into the appliance industry.

—Built-in equipment, drawing keen interest throughout the trade, shows little agreement as to standardization, marketing and future developments. Viewpoints were expressed that independent surface units as we know them today are only a transitional step.

Continued Optimism. Donald Hart, executive vice president of Temco and outgoing president of the IAM, contrasted the pessimistic attitude of the previous winter meeting with the current trend of hope. "None of us turned out to be good forecasters," said Hart, pointing out that the decline had not only stopped but that an upward trend had become established. "That upward

(Continued on page 218)



GATHERING FORMS around ELECTRICAL MERCHANDISING editor Laurence Wray, second from right, after his speech on the evolution of distribution. Wray directed the group's attention to the growing problem of discount and catalog operations.



SPEAKERS' POW-WOW finds Thomas Pike, left, assistant secretary of defense, IAM president Hart, and Borg-Warner's Roy Ingersoll chatting with the institute's director, Sam Dunkel (back to camera).



WORKSHOPS AND PANELS are a key feature of the Cincinnati meeting. The three-day session discussed trends in built-ins, labor relations, and other topics of current interest to the appliance manufacturers.



BORG-WARNER'S board chairman, Roy Ingersoll, told the meeting that the appliance business is a basic industry and it "has just begun to grow." Ingersoll and other speakers saw an optimistic future for appliances.

Household Magazine

100%

HOME SERVICE

... NO NEWS

... NO FICTION

... NO COMPROMISE

—if your product belongs in 2½ million homes your advertising belongs in . . .

Household Magazine

Capper Publications, Inc.

Topeka, Kansas

"... let's talk about the very great need for fair prices . . ."

IAM, continued from page 217

trend is still continuing," the Temco executive said.

Pointing to the increase of factory sales as compared with the first quarter of 1954, Hart stated that: electric ranges are up 21 percent, gas ranges up 17 percent, gas heaters up 11 percent, oil heaters up 3 percent, washing machines up 27 percent, refrigerators up 10 percent, freezers up 19 percent, clothes dryers up 60 percent, warm air furnaces up 37 percent, floor furnaces up 17 percent, wall furnaces up 32 percent, electric water heaters up 18 percent and gas water heaters up 26 percent.

Summing up some of the problems confronting the industry today, Hart asked the industry to recognize that built-in equipment may not be as frequently replaced as the former free standing appliances. "We may be cutting down the volume of replacement business five or ten years from now," said Hart. He commented that each product today must not only be efficient, safe and convenient to use, but that "manufacturers, distributors and dealers must make a fair profit on every sale."

Profit Picture. Roy C. Ingersoll, president and board chairman of Borg-Warner (Norge appliances), spoke on profit potentials in an expanding market. He said that the household appliance business has joined the basic industries of America, just as it is on its way to becoming a basic industry throughout the civilized world. Stressing the volume of today's market, Ingersoll said that consumers are buying (during an average twenty-four hour period) 10,500 refrigerators, 9,700 washing machines, over 3,000 home freezers, nearly 10,000 ranges, over 2,000 dryers and 9,250 water heaters.

"But the appliance industry has not grown to its present stature merely because of a natural or a normal need and demand for its products and for its services," said Ingersoll. He said it came from selling.

"We at Borg-Warner believe there is a profitable future for the appliance business," said Ingersoll. "We are confident that this industry has just begun to grow," the Borg-Warner president added.

Ingersoll outlined the ingredients for success as (1) strong management in depth, (2) imaginative research and development that will improve or or obsolete those appliances on the market today, (3) efficient production, even when this efficiency can be attained only by investment in costly equipment, (4) fair prices, "fair to ourselves as well as to our competitors," (5) hard-hitting organization of loyal distributors and dealers and (6) profits, without which some of these other advances could never be attained.

Ingersoll said that Norge, under the guidance of Jud Sayre as president, was marked by a \$52 million increase in sales in Sayre's first year—a rise from

\$46 million to \$99 million. Ingersoll said that when he became president of Borg-Warner five years ago, "Norge was the number one headache which I inherited. The Jud Sayre brand of aspirin has cured that headache."

Stressing the belief that Sayre is interested "in the figures way down on the right hand corner of the balance sheet," Ingersoll asked "What are the profits?" and "What was the percentage of profits?" He said that Sayre is sincerely interested in seeing to it that the distributor and the dealer makes a profit, but that "he also knows to accomplish this there must be a basic profit for the manufacturer."

"Research and development head the list of requisites for profit," said Ingersoll. "To be profit-minded, you have to be research minded. There is no escaping this basic fact." Outlining the role of smaller firms in today's industry, Ingersoll asked that every firm, small or large, earmark as much money as possible for research. "When you think about research," he said, "you may think of big companies and enormous laboratories. The truth is that many of the most productive ideas still come out of the fertile brains of individual inventors and researchers—often from the mind of a man in a one-man business."

Commenting on production and the use of automation today, Ingersoll said, "In my opinion automation is a profit potential, and industry must adapt its thinking to this belief as automation emerges as a stronger force in our economy."

"Let's talk about the need, the very great need, for fair prices in our industry," said Ingersoll. Putting it bluntly, the Borg-Warner chairman said the industry would get nowhere by just cutting prices. "Once we know our companies are operating and producing efficiently," said Ingersoll, "it is our responsibility then to sell our products at fair prices—at prices fair to everybody, to the public, to our distributors and dealers, to our competition and to ourselves." Ingersoll warned that if the appliance industry used the same cut price tactics of the past in selling built-in equipment, "they will be right back where they started."

Critical Sessions. Other sessions of the IAM meeting in Cincinnati's Netherland Plaza Hotel featured critical appraisals of the appliance industry. Laurence Wray, editor of ELECTRICAL MERCHANDISING spoke of the "constantly evolving change" in the distribution field. Wray traced the movement from that of a vertical to a horizontal business, and commented that appliances and the houses which sold them were also undergoing changes. Calling discount houses "planned speakeasies," Wray warned that the catalog operation may hold greater importance than the discount houses in some areas.

A workshop session covered the topic of labor relations, with Loren Freund, manager of industrial relations for the Diamond Match Co. commenting on the Ford-UAW settlement in Detroit. Asked what Ford got out of the guaranteed wage de-

BEST by
any TEST

The Original
LAUND-R-VENT
For All Clothes Dryers

Most dependable, most efficient, least costly. All aluminum. Friction-free damper retards down draft. Easy to install. Standard 3" and 4" kits contain LAUND-R-VENT, three 24" lengths Snap Lock aluminum pipe, two adjustable aluminum elbows. Special kits available.

NEW FIBERGLAS FLEXIBLE DUCTING!

Finest available. Fireproof, tough, corrosion resistant. Silver-chrome finish. Bends to 1" radius.



Furnished in 5 ft. and 8 ft. lengths in kits — 11 ft. lengths in bulk.

Ask Your Jobber
or Write

**COLE-SEWELL
ENGINEERING CO.**

2288 UNIV. AVE., ST. PAUL 14, MINN.

The **NEW YEATS "Shorty"**
STATION WAGON
& PANEL PICK-UP
appliance
dolly



Only 47" tall, this new Yeats dolly is designed for TV and appliance men who make deliveries by station wagon or panel delivery. No need to detach appliance for loading . . . the YEATS "Shorty" will slide into your vehicle with ease. Has same aluminum alloy frame, 30 second strap ratchet and caterpillar step glide as the standard size YEATS dolly! See your dealer today!

YEATS "Everlast" COVERS & PADS

Washer Cover



Furniture Pad

SEND postcard for full information on our complete line TODAY!

YEATS appliance
dolly sales co.

2127 N. 12th St.

Milwaukee 5, Wis.

"... the greatest thing in the kitchen since sliced bread."

IAM, continued from page 218

mand settlement, Freund replied, "Ford got a license to operate."

Presiding over a panel discussion on built-in appliances, Marc Pender of American Kitchens called the new style units "the greatest thing that has happened to the kitchen since sliced bread." He said the trend toward built-in equipment has stimulated the sales of automatic dishwashers. "Not onesies and twosies," he said. "They are being sold by carloads."

But viewpoints on built-ins showed some wide disagreement on just what was happening and where the market was going. Opinions came from various phases of the industry, including the dealer, builder, distributor, utility and manufacturer.

O. W. McMahon, designer for National Homes Corp. asked the industry to develop less bulky, more flexible units. McMahon stressed the pos-

sibility of small appliances to replace the present conception of surface burners. Slip-in units, as he called them, which could present double use.

William Milby, superintendent of Detroit Edison's customer service division, stated that in the Detroit area 90 percent of the built-ins are going to new home construction, 10 percent in kitchen remodeling of existing homes. He said 80 percent of the ranges in new homes today are built-ins, installed by builders. Milby made a strong plea for better design from the servicing viewpoint of built-ins, asking that front servicing be considered.

New Officers. A new slate of officers was elected for the coming year. They are: president, Frank Fisher, vice president and general manager, Floyd Wells Co. (Division of John Wood Co.); executive vice president, F. H. Guthrie, president, Newark Stove Co.; secretary-treasurer, S. E. Rymer, president, Dixie Products; vice presidents, Robert Taylor, president, Florence Stove Co., Walter Rogers, president, Crown Stove Works and Wendell Davis, president, Cribben and Sexton Co.

Ad Plans

General Electric has announced co-operative advertising will be used for the first time this fall to promote G-E-Telechron electric clocks. Details of the program were announced at the annual clock sales conference by Edwin C. Pease, advertising and sales promotion manager of the clock and timer department. The new campaign also includes advertising in 91 publications, including the *Readers' Digest*, and extensive radio and TV support.

Maytag will sponsor a new CBS television program, "Navy Log," this

fall. Officials said the program will be shown Tuesdays from 8 to 8:30 PM, EST. Sheaffer pen will be the alternating sponsor.

Roto-Broil Corp. of America has purchased a \$500,000 segment of advertising on NBC's *Today*, *Home* and *Tonight* TV shows. The company is backing the TV drive with magazine advertising. The first in the series will appear in *Life* this fall.

Norge division of Borg-Warner Corp. has announced the appointment of Arthur Grossman Advertising, Inc., Chicago, as its ad agency. Grossman has been serving as promotional and merchandising consultant for Norge.

Silver Anniversary For Jeffrey



PRESENTING KELVINATOR sales vice president Walter Jeffrey, second from left, with a 25th anniversary pin is American Motors president George Romney, second from right foreground. Jeffrey started working for Kelvinator as a mail clerk June 23, 1930. B. A. Chapman, right foreground, vice president and general manager of the Kelvinator division, and Jeffrey's other associates join in wishing him well.



DISCUSSING TRENDS at the Chicago Tribune Forum are from left to right, E. B. Weiss, merchandising consultant and moderator of the panel, Robert J. Kelth, vice president of Pillsbury Mills, Inc., David Riesman, professor of sociology at the University of Chicago, and Laurence Wray, Editor of *ELECTRICAL MERCHANDISING*.

Looking At The Future...

... The Chicago Tribune's sixth annual forum on distribution and advertising sees dropping margins, night shopping, and changes in off-list retailing

Once again, the *Chicago Tribune* made hard goods—and in particular, appliances—a major point of concern when it held its sixth annual forum on distribution and advertising. This year, merchandising consultant E. B. Weiss moderated and *ELECTRICAL MERCHANDISING*'s editor Laurence Wray, took to the box for the appliance industry.

Weiss predicted that the current marketing revolution is mild in effect compared to what the country will experience in the next five years. Said he, "Our look ahead is to 1956. But when we look back it quickly becomes apparent that the year-by-year changes in marketing are seldom of vast dimensions. It is only when we take a five-year backward glance that we become aware of the scope of change. ... Five years from today the pace of marketing changes will be even more furious than in the first five years" of the present decade.

This is what Weiss sees coming:

- Helicopters to smash the present 30-35 mile suburban limit and spread suburbanites out to 70-75 miles from the cities.
- Automation techniques will be so commonplace that a new "wage earner elite" will emerge. They'll have more leisure time and will add billions to our marketing potentials.
- Off-list retailing, of which discount houses are only a part, will have become traditional retailing.
- Downtown areas will have staged a dramatic comeback.
- The advertised brand will be still stronger by 1960.
- Impulse buying will be more widespread and this includes appliances. This is the reason for the discount house.

Today's Changes. Wray told the audience that night openings by retail stores and appliance stores are increasing. J. P. Hansen, first vice president of The Fair, Chicago department store, agreed and cited the case of department stores generally.

Asked if window shopping is a thing of the past, Wray said he thought window displays play a minor role in the sale of hard goods but pointed out that the trend in appliance stores is to have windows that look into the entire store. This way, they become a part of the floor display and offer more opportunity for versatile display techniques.

What will happen to markups in the appliance business? Wray suggested that the current 28 percent to 35 percent margins will drop markedly because dealers don't give the service they should give nor are they doing a good selling job.

Small retailers, said he, must bring down their cost of doing business on the one hand and discounters will have to offer more and better service. This will tend to narrow the gap between the two marketing philosophies.

Heater Orders Up

Early summer orders for space heaters indicate that the most successful year in industry history may be ahead, R. H. Williams, sales manager of Arvin's electric housewares division, said recently.

May orders were 87.6 percent above a year ago and June orders were up 30 percent. Arvin is confident it will hit its 1955 target of an 18 percent increase in heater sales Williams said.

Dealers Sell Housewares . . .

. . . and do pretty well with them according to a recent survey; two out of three report serious price cutting but believe Fair Trade can work

Five out of six appliance dealers handle electric housewares.

That's the finding of a survey just completed among members of Electrical Merchandising's dealer panel. Among the other highlights of the survey:

Volume. The reporting dealers show a median volume of \$8,214 per year on electric housewares (compared to \$98,000 on radio-TV and \$120,000 on major appliances.) Ten dealers reported doing over \$30,000 worth of electric housewares business while 29 said that their totals were less than \$2,500. The median inventory was \$2,840 and the median turnover was 3.41 times a year.

Problems. Reasons given for not handling electric housewares by the one out of six who did not stock such merchandise included: service problems, too much sales effort for dollar return, the possibility of distracting customers from majors or radio-TV and too much price cutting.

Non-Electrics. One third of the dealers also reported handling non-electric housewares.

Source of Supply. Ninety-two percent of dealers said they bought their electric housewares from appliance wholesalers. Thirty-eight percent reported buying from hardware wholesalers. (Multiple answers bring the answers on this question to more than 100 percent.)

Merchandising. Dealers reported a wide variety of promotional techniques. Most frequently mentioned were window displays, counter cards, floor displays and newspaper advertising. Only 30 percent had ever tied-in with the NEMA gift campaign and almost 69 percent reported "serious" price-cut competition in their area. Two out of three believed Fair Trade to be enforceable.

Service. Three out of four dealers service electrics themselves while one-third have additional service arrangements with manufacturers. The average dealer has 2.6 servicemen and 3.3 salesmen.

Copies of the nine page report are available from Henry J. Carey, ELECTRICAL MERCHANDISING Dealer Panel, 330 W. 42nd, New York 36, N. Y.

feet have been added to Roto-Broil plant capacity and skillet production is geared for output of a million units a year.

General Electric has introduced a new innovation in lamps. "Touch-tron" lamp control allows the user to turn on a lamp by merely touching it. Only a contact with the fingertips is required to operate the mechanism. The unit will be on the market this fall.

National Presto Industries, Inc. announced the addition of pastel colors to its steam and dry iron and coffee maker. They are available in pastel pink, yellow, turquoise and blue. Prices will not be increased on the colored models, officials of the company said.

Chelsea Products, Inc. has established a new Continental appliance division to market a new line of domestic window and floor fans. The division will expand marketing of fans through appliance distributor channels.

The gas industry is setting all-time records in 1955—its 140th anniversary. The Gas Appliance Manufacturers Association said gas appliance sales will be more than eight percent ahead of 1954. The group said gas ranges are outselling electric units almost two to one; gas clothes dryers are commanding an increased proportion of the dryer market, a GAMA spokesman said.

Riding To New Sales



AMANA SALESMEN in Milwaukee have discovered a unique way to canvass the city's mothers. A group of salesmen from Packers Food Plan take the little Amana pony into a neighborhood where there are many children. Then while the kids take turns riding the pony, the salesmen take turns talking to mothers about the advantages of a freezer. Typical result: in four hours of canvassing with the pony, the men sold three freezers, obtained 25 leads.

LOOK Cooks Up New Drive

"Be A Better Cook . . . And Housekeeper, Too" is theme for fall promotion campaign; magazine reports successful Mother's Day push on appliances

LOOK magazine is brewing up a fall promotion aimed at turning the heat on September and October appliance sales.

Keyed to the theme "Be A Better Cook . . . And Housekeeper, Too," the campaign features a 28-piece promotion kit which is available to dealers at \$2 per kit.

Included in the 28-piece point-of-purchase kit are several giant window and wall posters. Twenty selling streamers promote various appliances with two-line jingles. Sample: "For a treat that will clate her, get a new refrigerator."

Besides the point-of-purchase kit, the dealer receives ideas for tie-in promotions, stunts, contests, and window and interior displays. Advertising mats are available for local newspaper use and radio and TV commercials also have been prepared.

Arrangements have been made with Stamps-Conhaim, one of the top newspaper mat services, for a special eight-page tabloid supplement based on the campaign theme. This will go to 2500 subscribing dailies and provide a section filled with editorial features on cooking and housecleaning.

LOOK also is offering dealers a cookbook, "Be A Better Cook—101 Quick Recipes." It can be obtained at a cost of \$5 per hundred or \$48 per thousand. Room is provided on the back cover for local imprinting.

The magazine will kick off the drive in its October 4 issue, which will be on sale September 20. A four-page home living article will support the cooking phase of the promotion. The editorial feature will reach 19½ million readers.

Mother's Day Success. In announcing its new promotion, LOOK reported enthusiastic response to its

spring appliance campaign which was based on the theme "Make it a Great Day for Mother."

Dealer reaction was good, officials said, and General Electric alone ordered 3500 kits to promote its Mobile-Maid portable dishwasher.

Color Conflict

Consumers are more interested in colored appliances than dealers are. But color sales are beginning to be a factor in the industry.

A recent survey by McCall's magazine reveals that 52.2 percent of the consumers say they would buy color appliances, but only 25 percent of the dealers polled are enthusiastic about adding color models to their lines.

Meanwhile, Kelvinator's Walter Jeffrey announced that color is no longer a mere attention-getter, but is "an actual source of additional sales volume."

The McCall survey revealed that while 52.2 percent of the customers favored color, only 40.2 percent of this group (less than a quarter of the total sample) wanted the entire appliance in color. The rest wanted parts of the appliance or the trim in color.

An outright "no" to color was voiced by 32.6 percent and an additional 14.6 percent said "not yet."

Pastel shades were favored by 82 percent of those wanting color and yellow was first choice. Green was second and blue and pink followed.

Jeffrey said, however, that Kelvinator has found pink to be the most popular color. More than 50 percent of color orders are for pink. Of the other colors, buttercup yellow and spring green are the most popular.

Marketing Briefs

Carrier Corp. president Cloud Wampler predicts 1,100,000 room air conditioners will be sold this year at a retail price of \$330,000,000. This compares with 900,000 units last year, he said. Next year's sales will be 1,300,000, he estimated, and 1965 sales will reach 2,500,000 units or \$750,000,000 in dollar volume.

Norge president Judson Sayre predicts major appliance sales will top 15,000,000 units this year and nearly match the record 1953 year. He added that home laundry equipment will spark the gain of nearly 1,000,000 over 1954.

The Dormeyer Corp. introduced its new line over a 30-city, closed circuit color telecast in June. The company's advertising plans, which include sponsoring the Perry Como TV show next year, were revealed to distributors during the half-hour show.

Thor Corp. has adopted a new direct-to-retailer sales policy. Thor president Henry C. Buckingham said E. C. Bonia, Inc. of New York, will handle sales of Thor washing machines, dryers and automatic ironers. Distribution was formerly handled through 80 distributors.

Roto-Broil Corp. of America has begun delivery of a \$9.95 electric skillet. Officials said 25,000 square

NEW POSITIONS



HAROLD S. BOXER

Fedders-Quigan Corp.—Harold S. Boxer has been appointed advertising and sales promotion manager. Boxer comes to Fedders from Westinghouse Electric Corp. where he had been advertising-sales promotion manager for the TV-Radio Division.

Hallicrafters Co.—Dwight F. Cleton has been named to represent the company in central Florida, while Ray Marchbanks will cover Alabama, Georgia, the Carolinas, and Bristol, Va. Both men will hold the title of district sales managers.

National Co.—Edward G. Oros has been appointed as a sales representative with a territory consisting of Ohio, West Virginia, and part of Pennsylvania.



J. REYNOLDS CAREY

Norge—J. Reynolds Carey has been named as home freezer sales manager. Prior to this appointment Carey had been sales manager for the Pak-A-Way division of Schaefer, Inc., and before that had been associated with the Deepfreeze division of Motor Products Corporation.

O. A. Sutton Corp.—William E. Roberts has been appointed district sales manager for the corporation in the Atlanta, Georgia area.

Scott Radio Labs, Inc.—Roger Minthorne, Jr., has been appointed district sales manager for the company in the states of Oregon, Washington, and Idaho.

Caloric Appliance Corp.—The corporation has announced the appointment of LeRoy Klein as vice president in charge of sales, and the reappointment of Harold Tiley as general sales manager.

Copeland Refrigeration Co.—James E. Mason has been named assistant advertising manager.



H. B. MILLER

General Electric Co.—H. B. Miller has been named general manager of the home laundry department in the company's major appliance division. Miller, formerly general manager of the room air conditioner department, succeeds

Florence Stove Co.—Seymour Cooper has been named district manager for the company in the greater New York area. An additional regional appointee is J. Ross Sims appointed as southwestern divisional manager.

Amana Refrigeration, Inc.—Robert I. Pearce has been named director of sales training for the company, succeeding W. J. Dickinson. Dickinson, becomes manager of the newly created key accounts department.

Allen B. Du Mont Labs, Inc.—Ralph B. Austrain has been appointed west coast manager for the company. Austrain will make his headquarters in Los Angeles.



EDWARD C. SCHULTZ

Nesco, Inc.—Edward C. Shultz has been appointed vice president and general manager. Shultz has been vice president in charge of manufacturing and engineering for the past three years.



P. M. AUGENSTEIN

J. H. Goss, recently elected president of the Canadian General Electric Company. P. M. Augenstein has been appointed general manager of the room air conditioner department succeeding Miller.



WILLIAM J. BRITTAIN

American Kitchens Div., Avco Mfg. Corp.—William J. Brittain has been named advertising manager for the division, succeeding H. T. Stroop.

Necchi-Elna—J. Steven Katonah has been appointed district manager in the metropolitan New York area. Katonah succeeds Nat Wechter, who has been transferred to the district comprising New Jersey, Delaware, Maryland and Philadelphia. James A. Everett, Jr. is district manager in the Georgia, Alabama, Florida territory.

Kelvinator Div., American Motors—Three executive appointments to Kelvinator's retail market division have been announced. The appointees are G. G. FitzGerald, manager of dealer development; John F. Rolfes, manager of national accounts, and John H. Mattern, manager of utilities and REA.



CLIFF MENDLER

Sunbeam Corporation—Cliff Mendler has been named sales manager of the electric appliance division of Sunbeam. Mendler, formerly assistant sales manager, takes over the post vacated by R. P. Gwinn, recently elected president of Sunbeam Corp.

Admiral Corp.—Joe K. Boone has been appointed a regional sales manager and will cover Indianapolis, Benton Harbor, Evansville, Fort Wayne, Louisville and Nashville. Other territorial appointments include; C. F. Weeks, to cover Los Angeles, San Diego, San Francisco, Fresno, Phoenix and Sacramento; L. L. Malin, to cover Philadelphia, Newark, New York and Altoona; and W. F. Hand, to cover Denver, Albuquerque, El Paso and Salt Lake City.



KEVIN J. SULLIVAN

Westinghouse Electric Corp.—Kevin J. Sullivan has been appointed merchandise manager for Westinghouse laundry equipment. Sullivan had held the post of manager of sales training for refrigerators until this appointment. An additional executive appointee is A. S. Irvine, Jr., named as manager of sales training for major appliances. The corporation has announced the appointment of 8 new district managers to the portable appliance field organization. Named as district managers of portable appliances are N. H. Davis in St. Louis and J. A. MacMorris in Cleveland. New vacuum cleaner district managers are: W. A. Stitler, Pittsburgh; J. R. Gera, state of Michigan; M. J. Awisus in San Francisco; W. L. Freeland, Cleveland and Erie; M. A. McDaniel, Boston, Hartford, New York, Newark and Albany; and A. D. McClenaghan in Reading, Philadelphia, Baltimore, Richmond and Scranton.

Hamilton Mfg. Co.—William H. Bond has joined the field sales force of the company's home appliance division with the title of product sales specialist.

NO CRYSTAL BALL NEEDED . . . if you've been wondering about a particular phase of television or radio merchandising. Try **ELECTRICAL MERCHANDISING'S** September issue instead, where you'll find articles on color TV, radio and hifi, service and sales techniques for these products. These subjects, and more will be covered fully in the . . . annual September Television and Radio Issue

makes



Makes as much sense as it does dollars to handle Dearborn Cool Safety Cabinet gas area heaters. Because Dearborn is the heater leader—No. 1, year after year, in dollar volume of gas heater sales—No. 1 in units sold for use with L-P gas.



you can depend on
Dearborn
DEARBORN STOVE COMPANY
1700 W. Commerce St. Dallas, Texas



VENT CLOTHES DRYERS
the Dry-R-X Flexible way



Here's the easiest possible way to insure that moisture, heat and lint will be no problem for your clothes dryer customers. Exhaust each new dryer installation with a Dry-R-X kit as part of the regular hook up.

The Dry-R-X kit now contains 6 or 9 ft. of the new, easy-to-use Flexible Duct—no cutting, no elbows—just attach to dryer and hood. The hood is all aluminum with an automatic, completely weather proof damper. Also available with rigid aluminum pipe and elbows.

For details ask your dryer distributor or write us, stating make of dryer you sell.

DRY-R-X COMPANY

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Modern
Protection
wins
customers
with



WEBB SLINGABOUTS

Slingabout-protected appliance delivery goes over big with customers. It's safer, since these water-repellent canvas jackets are thickly padded and flannel lined. It's cleaner, because there is no messy unpacking to litter customer's premises. It's quicker since handling makes fast movement safe, eliminating damage to customer's property. Easy to slip on. Give years of service.

Ask about Wrapabouts for Radio, TV, HiFi and Air Conditioners.

WEBB MANUFACTURING CO.
2918 N. 4th St., Philadelphia 33, Pa.

Send Slingabout prices for:

APPLIANCE _____
MAKE _____
NAME _____
ADDRESS _____
CITY _____ STATE _____

PEOPLE

Upton Retires



FREDERICK S. UPTON, senior vice president and treasurer of Whirlpool Corp. has retired. He joined Whirlpool Corp. in 1911, shortly after his brother, the late Louis C. Upton, founded the firm, then known as the Upton Machine Co. He became secretary in 1916, and a board member shortly thereafter. He was named director and secretary-treasurer of the present corporation when it was formed in 1929.

Wood Honored

General Robert E. Wood, retired board chairman of Sears, Roebuck & Co., has been named to the Merchandise Mart Hall of Fame. General Wood is the first living merchant to be so honored.

At a June 23 banquet in Chicago, 500 of the nation's leading financiers, industrialists and retailers gathered to pay tribute to Wood. A heroic-sized bronze bust of the General will be installed on the Merchandise Mart Plaza in Chicago.

Evans Resigns



HOWELL G. EVANS has announced his resignation as senior vice president of Hamilton Mfg. Co. for reasons of poor health. He will continue to serve the company as a director and consultant. Evans joined the company in 1923 and has served as a sales executive since 1928 and as an officer since 1933.

The PROMOTION that MOVES the GOODS

MOVED CARLOADS OF
MERCHANDISE FOR

Whirlpool



Want the facts on a fabulous success story? Want to know how DINNERWARE by STETSON is moving "big-ticket" merchandise at the dealer, distributor and manufacturers levels for Whirlpool?

You'll be amazed! And you can put the facts to work for you!

GET THE FACTS TODAY—ABOUT THE MOST SUCCESSFUL TIE-IN PROMOTION EVER USED BY WHIRLPOOL!

WRITE DIRECT TO—George Seibert,
Sales Promotion Manager

Stetson China Co., LINCOLN, ILL.
America's Largest and Most Modern Dinnerware Manufacturer

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Be sure to notify us at once, so future copies of **ELECTRICAL MERCHANDISING** will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

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Company _____ Title _____

OLD

Name _____
Address _____
City _____ Zone _____ State _____

ELECTRICAL MERCHANDISING
330 W. 42nd St. N. Y. 36, N. Y.

Flat Rate Prices for Small Appliance Repair

MINIMUM LABOR CHARGE..... 1.0

PAGE 223

**MY CUSTOMERS
RECOGNIZE AND
RESPECT BURGESS
QUALITY!**

PORTABLE RADIOS
POWERED BY
BURGESS
BATTERIES

The consistent quality level of Burgess Portable Radio Batteries has gained high regard among your customers. A replacement stock of Burgess Portable Radio Batteries means extra profit for you. Get on the profit bandwagon with the most popular of all Portable Radio Batteries—BURGESS. Leading radio set manufacturers recommend Burgess Batteries.

Burgess' National Advertising in leading Consumer Magazines and Metropolitan Newspapers "presells" for you!

BURGESS BATTERIES
BURGESS BATTERY COMPANY FREEPORT, ILLINOIS

**Increase your profits—protect
your tools with LOW COST
KARYALL COMPARTMENTS**

KEEP YOUR TRUCK BED CLEAR

These sturdy side compartments keep your tools and parts organized for instant use and keep your truck bed clear to haul more appliances and equipment.

Karyall compartments are made in 78"—88"—96"—108" lengths to fit full length of truck bed on any one-half, three quarter or one ton pickup truck. Easy to install and they pay for themselves in no time. Model H-78 for 1 1/2 ton unit shipped prime painted and crated f.o.b. Cleveland, Ohio (including Federal Excise Tax) \$124.20 prepaid. Other models priced proportionately.

Handy End Gate Step available at small extra cost.

Call Atlantic 1-0470
or write for prices today.

Name _____
Company _____
Address _____
City _____ State _____
KARYALL BODY, INC.
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Department M

*A Jewel of
MECHANICAL PERFECTION*

Exclusive Shavitron Shredder. Umbrella Slinger keeps motor dry at all times. Quiet and vibrationless. Easy to install... easy to sell.

The Profit-Making
WasteMaster
FOOD WASTE DISPOSER

LOCKLEY MACHINE COMPANY
WASTEMASTER DIVISION
NEW CASTLE, PA.
Please send literature on the
easy-to-sell Wastemaster.

Name _____
Address _____
City _____ State _____

Flat Rate Prices

CONTINUED FROM PAGE 223

tomer walks in the door to the time he picks up the repaired appliance. A condensation of that study follows:

LABOR COST

	Minutes
1. Receiving appliance.	
Filling out job ticket may take 10 or 15 minutes if customer asks questions. Minimum time	5.0
2. Movement.	
To transfer appliances from counter area to shop in transfer carts holding 40 units. Average time, per unit, to move full cart to shop, file tickets, return cart	0.75
To complete matching of work orders to jobs and transfer to will-call department after repair (40 units to cart), per unit	0.75
3. Shop Overhead Time.	
Assignment of jobs to workmen, inspection, coding and pricing of completed work ..	7.5
4. Return to Customers.	
Fill out mailing card notifying customer job is completed. Filing of job tickets at "will call" desk	1.5
Deliver job to customer when called for, explain work done, caution about proper use, resell customer on appliance. Also, one out of every five times, locate job when customer has lost claim check ..	4.0
5. Lost Time.	
Time involved in answering phone calls about when job will be done, why factory shipment of parts takes so long, defending manufacturer against unjust claims, etc. ...	2.0
TOTAL MINUTES	21.5

This non-productive handling time is a real factor in appliance repair pricing, Elliott has found, and he believes some repair shops do not give it proper recognition. At 21 1/2 minutes and an average labor rate of about \$1.60 per hour, the handling time on appliances averages out at about 55 cents.

In addition, Elliott has compiled other costs of the transaction as follows:

Cost of 5-part repair order form	\$.025
Cost of lubricants, solder, wax, etc. and tool depreciation ..	.02
Cost of post card notice02
Cost of bag or wrapping035
Cost of special forms (warranty cards, instruction forms, etc.)04
Total	\$.14

Job Ticket Costs 3¢

A big help in keeping repair costs to a minimum has been the Vinson-Carter job ticket. It, too, is the result of long study, trial, and error. The present five-copy ticket, printed by UARCO in Oakland, Calif., costs less than three cents per transaction. Elliott estimates the new ticket saves the firm \$3,000 per year in labor cost.

Here's how it works: When a customer brings in an appliance, his name, address, telephone number, and type of appliance trouble is listed on the ticket. Carbon sheets duplicate the information on the other four copies. The ticket remains fastened as a unit as it travels to parts men, repairmen, and office personnel, and each section of the shop enters its share of the total information required. With this type of ticket, no one needs to write any piece of information more than once, since all entries are duplicated to all copies.

At the end of the transaction, the office keeps two copies, the customer one, and the filing section one. The other copy is used as a packing slip with those appliances which are shipped out of town. Parts cost and labor time are noted on the ticket and this information is used both in computing the charge to the customer and in Elliott's continuing study on flat rate structure.

Vinson-Carter, which is the official service station for 48 major appliance manufacturers, has one of the largest volume repair operations in the Southwest. With its 22 full-time service department employees, it serves the entire state of Arizona. **End**

DISCOUNT CLUB
Restricted to MEMBERS ONLY

FREE MEMBERSHIP CARDS - TAKE ONE

Glueck

Jones of Kansas City Fire Dept. came in with wife direct from Blank store—said he wanted to check something. Walked over to Premier Apt. range, white top, and asked price. Told them \$XX. They laughed and were very scornful. Said saw some range at Blank's which also had a window in the oven for \$XY (\$10 less). Walked out. Checked with sales manager Drago and found this true— Wilson

Entries like this in Kansas City Appliance Company's "walk-out book" . . .



help sales manager Drago and his staff find a successful answer to the problem of . . .

Following-Up on Walk-Out Shoppers

WHAT do you do when potential customers look, listen and try but don't buy? Probably nearly every appliance dealer in the country has some sort of follow-up system designed to convert shoppers into buyers. Jack Boring's Kansas City Appliance Company, Kansas City, Mo., has developed its own system to produce as many sales as possible out of shoppers. At the same time, the system gleans all the marketing and sales information to be found in these transactions.

Boring's system is simple and requires so little time to follow that it never interferes with a salesman's normal working day. It all centers in a record of no-sale shoppers accumulated in a ledger-type volume appropriately called, "The Walk-Out Book."

Now a Year Old

"It all started," says Jack Boring, "about a year ago. Our salesmen had been trading ideas and experiences for years. You know the sort of thing—why they thought a customer didn't buy, or why their sales stories seemed to fall flat, and countless other little happenings that, taken singly, might appear trivial or even inconsequential.

But, taken all together, it seemed to me they added up to the whole critical picture of why people walk out without buying.

"So I thought of using a walk-out book. At first, the entries were apt to be sketchy and haphazard. One salesman put down one kind of information and another would leave it out. They probably weren't too interested in the book, but as time went on, and we initiated the morning sales meeting—sort of a Monday morning quarterback session—to dissect the entries in the book, its value began to emerge and the men began to put the information to work."

Standard Procedure

Now, the entries in the book have been standardized and salesmen must list the following information:

- Name, address and telephone number of the shopper.
- Was contact made by phone or on the floor.
- Type of item looked at and brand preference, if any.
- Why the customer didn't buy
- Whether the customer seemed displeased with the store, the salesman or the merchandise.

If a salesman makes such an entry, he is protected for three days and gets a split commission if one of the other salesmen makes the sale. If, after three days, he has not re-contacted the customer and made a second entry, the customer is fair game for the other salesmen.

To keep all salesmen on their toes, they are encouraged to look over past entries and make calls on customers whom the original salesman has permitted to "go dead."

Nowadays, the walk-out book's daily entries range from two or three per day up to as many as 25 on heavy traffic days. "We impress on our salesmen," says Boring, "that entries in the book don't in any way reflect badly on their sales ability. There are bound to be walk-outs and there always will be. Use of the walk-out book helps accomplish two things: It helps convert prospects into buyers. We figure on selling 75 percent of the people who come into our store and, by careful follow-up, we convert 75 percent of the walk-outs.

"Secondly, the book helps jack-up management. We've made many a change in display, service, kinds of merchandise and other policies as the

result of tips picked up when we study the book."

How It Works

Here's a typical entry taken directly from the walk-out book. Only the name of the salesman and the name and address of the customer have been changed:

"Wilson—Jones of Kansas City Fire Dept. came in with wife direct from X store—said wanted to check something. Walked over to Premier Apt. range, white top, and asked price. Told him \$XX. They laughed and were very scornful. Said saw same range at X store which also had window in oven for \$XX (\$10 less). Walked out. Checked Drago (Boring's sales manager) and found this true. (floor)."

When the entry reproduced above was discussed at a regular morning meeting, investigation showed that the appliance at X store was offered at a close-out sale. The customer was re-contacted and given a full explanation. The salesman surveyed the customer's kitchen and interested him in a much higher-priced range. Result, Jones wants to come back and look over the full line. End

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Trophy to Williams



PRESENTING TROPHY and lapel pin to Leroy L. Williams (left) president of J. A. Williams, Pittsburgh, Pa., distributors is Hugh Robertson, executive vice president of the Zenith Radio Corporation. The award honored the company's 20 year service in the wholesale distribution of Zenith radio and television receivers.

Distributor News

STUART F. LOUCHEIM CO.

Philadelphia, Pa., distributors, Stuart F. Loucheim Co., have announced their intended consolidation of offices, showrooms, warehousing facilities, and their electronic manufacturing division, in new headquarters.

The company has leased the five story, 10,000 square foot building currently occupied by the General Electric Appliance Company which will move to its own new distribution center early next year.

DOUBLEDAY-HILL ELECTRIC CO.

Pittsburgh's Doubleday-Hill Electric Co., oldest electrical products distributor in the area, and one of the oldest in the country, has completed an additional phase of a \$160,000 expansion program. A fixture of Pittsburgh's Golden Triangle since 1884, the company has borne its share of the street blocking traffic problem which has plagued the area in the post war period. Believing their traditional

identification with the area important, the company purchased the vacant lot next door to its original building and has added an annex which includes a private side street. This street, which passes through the new building is a 5,000 square foot driveway, large enough to handle three large trailer trucks, or 16 or more smaller vehicles. A unique feature of the building is the after-hours locker service which is pictured at the bottom of the page.

PERSONAL APPOINTMENTS

Emerson Radio of Pa., Scranton, Pa.—Samuel Gershman, (divisional vice president).

Graybar Electric Co.—E. E. Martin, (director); J. J. Lieske, Jr., (district sales manager, Chicago); D. Eardley, (Fresno manager); E. W. Windahl, (branch manager, Indianapolis); D. A. Hilger (branch manager, Duluth). Krich-New Jersey, Inc., Newark, N. J. —Mervin Marcus, (sales manager, major products div.).

G. W. Onthank Co., Des Moines, Ia. —Harold L. Haff, (general sales mgr.). Northern Ohio Appliance Corp., Cleveland, O.—William Sell, (general manager).



AFTER HOURS service is just one of the problems licked by Doubleday-Electric of Pittsburgh in their new annex. A customer may call in his order to the firm during the day and ask that it be placed in a locker. He is then given a locker number and the lock combination. Result . . . a satisfied customer, who may come in at a traffic free hour, or on weekends to pick up an order.

MERCHANDISING SUPPLEMENT

HAND TRUCKS

CASTER X-75

AZ-102 BALANCE TRUCK

No. 100 BALANCE TRUCK

For Safe and Easy Handling of Ranges, Refrigerators, Home Freezers and Air Conditioning Units, Radio, Television and Window Cooling Units

SELF-LIFTING PIANO TRUCK CO.

424 North Main Street Findlay, Ohio

SELL MORE "YOU"

Word-of-mouth praise has little momentum. The most reputable company is surprised to realize that not over 10% of people in a trading area know anything about their reputation. That is why so many dealers find that their high business ethics now seem to do them little good. What they say about themselves to the 90% is taken with a grain of salt. That's where the unbiased Seal of Merit comes in (An unbiased endorsement of you & your company's merit & integrity). If you deserve it, we award the Seal, with certification, plus many sales aids. Cost is too negligible to be considered.

For details, send your letterhead to
MERITSEAL, Inc.
2 Depot Plaza, White Plains, New York

**Many Dependable Buys
are to be found
in this Section**

KASSON

Roto-Sho

ELECTRIC TURNTABLES

Model 712
Revolves
3 times a
minute.
Carries up
to 200 lbs.
Lights turn
with table.
A.C. only.

**The action display way
to boost your sales!**

The Kasson Roto-Sho assures profitable, trouble-free operation. Used nationally by merchants for unusual action displays. Permits novel lighting effects as well as operation of electrical devices. Tables in 9 1/2", 14" and 18" diameters. Sturdy steel construction. *Guaranteed!*

Write today for free, illustrated folder showing build-up fixture and prices.

KASSON DIE & MOTOR CORP.
Formerly General Die & Stamping Co.
Dept. E-83, 32-14 Northern Blvd.
Long Island City 1, N. Y.
Integrity Since 1919

**YOU CAN
WALK
A 350 Lb. Appliance
UP STAIRS
ALONE**

Without a Helper



write
"HYKER"
L-S HEATING & ENGINEERING CO.
908 W. Lycoming Phila. 49, Pa.

SEARCHLIGHT SECTION

(Classified Advertising)

SELLING "OPPORTUNITIES" MERCHANDISE BUSINESS

RATES: UNDISPLAYED

\$1.00 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line.

DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions.

POSITION WANTED undisplayed advertising rate is one-half of above rate, payable in advance.

BOX NUMBERS—Count as 1 line.

DISPLAYED INDIVIDUAL SPACE with border rules for prominent display of advertisements. The advertising rate is \$12.00 per inch for all advertising of Equipment & Business Opportunities appearing on other than a contract basis. Contract rates quoted on request.

EMPLOYMENT OPPORTUNITIES \$18.45 per inch subject to agency commission.

AN ADVERTISING INCH is measured 1/4" vertically on a column—4 columns—48 inches.

WANTED NEW ELECTRICAL PRODUCT TO MANUFACTURE AND MARKET

By well established, medium size, independent manufacturer of electro mechanical devices. Has national distribution through finest hardware, electrical distributors, department stores, mail order houses. Interested in new product to make and market. Basis outright sale or royalty.

BO-5580 ELECTRICAL MERCHANDISING 330 W. 42 St., New York 36, N. Y.

REPLIES (Box No.): Address to office nearest you
NEW YORK: 830 W. 14th St. (36)
CHICAGO: 620 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

SELLING OPPORTUNITY OFFERED

Profitable Unique Side-line—sell high calibre retailers coveted Seal of Merit, with sales aids. Each sale gives you steady repeat monthly extra income. Write personal details, lines now carried, territory and type retailers covered, to Meritseal, Inc., 2 Depot Plaza, White Plains, New York.

SELLING OPPORTUNITY WANTED

Florida Position Wanted—highly successful manufacturers representative moving to Ft. Lauderdale wants position with distributor of manufacturer. Experienced advertising, promotion, management, with such well known lines as Motorola, G.E., Zenith, Hotpoint, L.H. Ironrite, Norge, Mitchell, etc. 37 years old. Please give full information regarding merchandise, territory, and remuneration in first letter. RA-6979, Electrical Merchandising.

WANTED

Wanted: Small lot discontinued model factory crated freezers for cash. Manufacturers warranty on unit must be in effect. Give details. Box 185, Malden, N. Car.

Regional Sales Representative for Wood Kitchen Cabinets

To contact distributors for nationally known mid-western cabinet company in large eastern territory. Mail full particulars of past experience, earnings, photograph, etc.

WW-7110, Electrical Merchandising
620 N. Michigan Ave., Chicago 11, Ill.

Gas Has Got It — Promotion!



ANYONE who has attended an electrical industry convention will recall speech after speech extolling the fantastic growth of the industry, the enormous increase in generating capacity and the rising curve of residential use. There is considerable pointing with pride and not a little chest-thumping. There are also rosy predictions of greater achievements to come in the years ahead. And much of this complacency, we hasten to add, is certainly warranted; the electrical industry has made great strides in growth and expansion in its 75-year-old career.

But there is one area in which the electrical industry is fast losing ground to the gas industry and that area is the national promotion of electricity as a fuel. Many individual manufacturers are doing a splendid job of promoting electric ranges and water heaters. And many individual electric utility companies are waging a stern fight to promote electric cooking and water-heating loads. But at the national level it is about time we admitted that the gas industry is running with the ball and taking the public spotlight away from us. This is curious because gas is the entrenched competition and electricity, only in recent years, has become an important challenger. Yet the gas people, far from being complacent, are waging the more spirited campaign to educate the public to use their fuel and appliances.

At the recent annual convention of the American Home Economics Association at Minneapolis, for instance, our attending editor reported that the exhibits literally reeked with gas. Eleven complete gas kitchens were on display for the edification of home economist delegates; only a few electric kitchens were shown. This "New Freedom Kitchens" promotion of the AGA has been snowballing lately, our editor reported, and, to use her own words: "The girls all think that the electrical industry is asleep at the switch and they think it's pretty sad at this particular time when built-ins are going over like wildfire." We think it's pretty sad, too.

ONLY recently, the American Gas Association reported to its members that more than 90 percent of all 1954 motion pictures with kitchen scenes showed gas appliances. And nearly 50 percent of all Hollywood-made TV films showed gas appliances in kitchen scenes. Gas appliances were used in 781 filmed television spots and dramas, commercial films and publicity photos and AGA's Beverly Hills kitchen studio was used for 159 of them. One film, produced in cooperation with a women's magazine, became the official kitchen and laundry film of the National Association of Home Builders. All in all, the association reports that it spent close to a million dollars on national advertising to put over the gas story. It is a proud boast, but it tells only half the story. Because it is not alone in the dollars spent, but in the pressures brought to bear on women's magazines, builders, at national exhibits, home shows and the like that the real influence is manifest. These are the moulders of public opinion and these are the

ones being determinedly sought out to become gas-conscious.

A steel kitchen cabinet manufacturer asked us recently, "Why can't we get some help from the electric utilities; why is it that practically all our promotional kitchens are on display in gas utility companies?" He answered his own question: "AGA practically took over for us. AGA not only finds the utilities for us, but arranges for big local kitchen shows tied in with local promotions, advertising and publicity. Except for a few isolated instances, the electric industry might well take a lesson in utility help from its gas counterpart . . ."

Last spring we queried over a hundred electric utility companies on a number of questions relating to their business. One question was: "Do you believe the electric utility industry is doing as good a promotional job to the consumer as the gas industry?" Replies to the question were received from 83 utilities (exclusive of combination companies). Of the 83, 52 companies thought the electrical industry was doing as good or a better job than the gas industry and 31 companies thought the gas industry had us lashed to the mast. However, even those companies believing that the electrical industry was doing a better promotional job, qualified their remarks in many instances by admitting that the job was confined to the local level. Nationally, many of them admitted that the AGA and inter-gas industry promotional programs were far ahead of the electric. Many more of them admitted that, if it were not for the combined efforts of the electrical manufacturers represented in NEMA, that they would have to give credit to the gas industry for the better job. All in all, the replies represented a candid commentary on the effectiveness of AGA's national promotional program.

UNFORTUNATELY, we all know the answer. AGA's counterpart, the Edison Electric Institute, has stepped up its efforts to promote the use of electricity and electrical appliances through seasonal campaigns and other mediums. But EEI is a house divided; it is tied to the gas industry's apron strings. As one utility executive put it: "The electric utility industry has been terribly handicapped through the combination utilities which have decidedly hampered EEI in the promotion of a hard-hitting electrical appliance program. The combination utilities in most cases are doing everything possible to protect their gas investment, which works to the detriment of electric sales."

It's an ironic note that one industry, in direct competition with another in many areas, can call the turn on stifling that competition. The gas industry pulls no punches—only the electrical industry's.

Laurence Wray

Editor



RADIO, DIRECT MAIL AND NEWSPAPER ADVERTISING brings them in. Demonstrations of Lovell wringers often close the sale. Mr. Fraser points at ad that features wringer washers along with other appliances. "Ads like these get terrific response from farm hands and factory workers who cannot afford the higher down payment and terms of the automatic washers. Renters prefer them because they hate to invest their own money in plumbing installations."



"CUSTOMERS LIKE SAFETY DEMONSTRATIONS" explains Mr. Fraser. "And these demonstrations give us a chance to sell the extra safety built into Lovell wringers. On Lovell wringers, we talk safety. And we demonstrate how a light push on the release bar releases roll pressure instantly on Lovell wringers."



W. J. FRASER, Store Manager and buyer, Thornton-Jaffe Furniture Company, Suffolk, Va.

How a big Virginia appliance dealer profits by selling

"More Wringer Washers than Automatics"

"WE SELL MORE WRINGER WASHERS THAN AUTOMATICS", says W. J. FRASER. "And with little discount or price competition on wringer washers, we make more profit on them."

"In all communities there are some people who cannot afford automatic washers but who can afford the wringer type," says W. J. Fraser. "If

a firm establishes itself as headquarters for wringer washers, the lower income groups will think of them when ready to buy."

And regular advertising in newspapers and on radio has established Thornton-Jaffe as wringer washer headquarters in its vicinity. What special

promotions does this store use to merchandise wringer washers? "We provide low down payments and easy terms. We sell washers in outfits consisting of washer, drain tubs, electric iron, ironing board and soap powder for a package price," says Mr. Fraser.

"TO DEMONSTRATE LOVELL BALANCED PRESSURE, we run a clothespin and a piece of paper through the wringer at the same time," Fraser says. "On a Lovell wringer, the rolls firmly grip the paper as well as the clothespin. It's proof of Lovell's balanced pressure and thorough cleansing action that squeezes out dirt normally remaining in the clothes." Lovell wringers also have an adjustable pressure for different fabrics.

"SALES COME EASIER when you have several different wringer washer models on the floor," reports Mr. Fraser. "A big display of washers gives customers a wide choice, helps hold their interest. It also helps you sell customers up to better models." P. S. Automatic indexing can help clinch the sale. It eliminates groping for a lock lever on Lovell wringers. A quick push or pull is all it takes to automatically swing the Lovell wringer to the next position. And don't forget to sell your customers an automatic dryer just before you write up the sale. Remind them they can get their wash done quickest with a Lovell-equipped wringer washer and a dryer with a Lovell Drying System. Lovell Manufacturing Company, Erie, Pennsylvania.



Also makers of gas and electric drying systems.

**PRESSURE
CLEANSING
WRINGER**

Lovell Manufacturing Co.
Erie, Pa.



NOW! THE MAGIC OF DISNEYLAND WILL SELL FABULOUS FOODARAMA FOR KELVINATOR DEALERS!



Here's new sales magic for the whole Kelvinator Line!

On September 28th, TV's greatest family program goes to work for the Kelvinator dealer!

Watch it tell the world about FOODARAMA, sell the nation on FOODARAMA! Watch it take the entire Kelvinator line of appliances into millions of homes, nearly 50,000,000 hearts! For Disneyland, in less than a year, has joined the top five TV ratings, with a network of 170 stations!

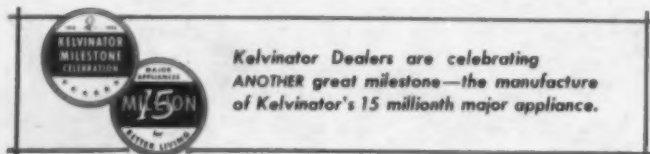
It's a family show that clears the streets of traffic every Disney night . . . then watch that traffic head your way!

See *Disneyland* unfold the many wonders of wonderful, fabulous

FOODARAMA . . . then see the temperature rise in your sales figures as the hottest appliance in America is promoted by the hottest entertainment in America!

Be ready for what happens when Disneyland audiences see those FOODARAMA doors open on the most sensational food-keeper of all time—the one featured editorially in *McCall's*, *American Home*, *Woman's Home Companion* and *Living For Young Home Makers* . . . and in newspapers across America!

Add your name to two of the biggest names before the American public today . . . KELVINATOR . . . DISNEYLAND!



Kelvinator

DIVISION OF AMERICAN MOTORS  MEANS MORE FOR AMERICANS